

FEBRUARY 27, 1943

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The Billboard

The World's Foremost Amusement Weekly

In This Issue

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COIN MACHINE CONVENTION

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PROGRAM



THE FORUM



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CONFERENCE



THE
MUSIC HALL



THE VENDING
MACHINE
ROUND TABLE



THE COIN MACHINE
DIRECTORY



MARKET REPORTS



USED MACHINE
EXCHANGE



LAWRENCE WELK
and His Champagne Music

ROOSEVELT THEATRE, Philadelphia
CITY THEATRE, New York
BROOKLYN THEATRE, Brooklyn
MAY 1943, KATH BARK
MAY 1943, THEATRE, NEW YORK, NEW YORK

A black and white photograph of a man standing on a staircase. He is wearing a light-colored tuxedo with a patterned jacket and a white shirt with a bow tie. He is smiling and looking towards the camera. The background is dark and out of focus.

*Sincerely
Bob Morton
Director
Hamid-Morton
Circus
1943*

DISK PEACE UNCERTAIN

S&J Ice Follies
Sells \$1,000,000

War Bonds in Hub

BOSTON, Feb. 20.—In a three-way co-operative deal between the Shipyard and Johnson Ice Follies of 1943, the Boston Garden and Station WJZ, local NBC outlet, a War Bond matinee of the ice show resulted in the sale of \$1,005,650 in bonds. According to Tom O'Connell, of the Treasury Department's War Bond Division, this sets a new record for a theatrical or sporting event in New Eng-

Performance was staged Wednesday (17), with WEZ handling all phases of promoting the event. All seats were sold in advance, with a capacity audience of 15,000 turning out.

St. Louis Op Sets '43 Plan

ST. LOUIS, Feb. 20.—Despite the rigors of gasoline rationing and other adversities brought on by the war, the St. Louis Municipal Opera will present a full season. There will be no curtailment in the length. It will run 88 consecutive nights, opening June 3 with a revival of *Balalaika*, to run 11 nights, and closing with a two-week run of the Oriental spectacle, *Chu Chin Chon*, which will be presented for the first time since Morris Gest's production a quarter of a century ago.

This is the 25th anniversary of the founding of the open-air theater in Forest Park, but there will be no fanfare in observing the anniversary because of the war.

As part of the idea of "public service," the association has set aside 1,000 tickets for each performance to be given to men in the armed forces. Distribution will be thru war service agencies.

Statistics show that during the previous 24 summers attendance reached a total of 13,738,966 persons, who saw 1,800 performances. Besides the free servicemen tickets the opera will continue providing 1,700 free seats to the public at the top of the al fresco theater each night. These seats are rationed on a policy of first come, first served. Blocks of free tickets will also be set aside for the handicapped and senior citizens.

Admission ranges from a \$3 top to 25 cents, the average price being 84 cents. The committee is now obtaining contracts for nine additional productions to complete the program. Production Manager Richard H. Berger was in New York picking a production staff and signing players. Orders for season tickets have already passed the \$50,000 mark.

Cut-Rate Highbrows At Sam's, Detroit

DETROIT, Feb. 20.—The classics are paying Detroit's major popular-priced department store, Sam's Cut Rate, Inc., which has renewed the Detroit Orchestra—formerly the Detroit Symphony—for seven weeks, making a season total of 28.

Show is unusual in that no merchandise selling is indulged in, all plugging being devoted to War Bonds. Commentator is Russell McLaughlin, music and drama editor of *The Detroit News*. Show goes on WWJ for an hour Sundays at 6 p.m., and is the principal local broadcast of classical music.

"Engineering" Essentiality

PHILADELPHIA, Feb. 20.—George Edwards, heretofore in the non-essential category as an announcer at KYW, has resumed his legal name of George Steinhart and become a WFIL engineer—classified as essential.

Abbott-Costello, Pals

NEW YORK, Feb. 20.—Abbott and Costello last week did two cuffed dates in this town as "thank you's" for favors rendered in the days before they hit the top. One show was at the Loew's State, for Jesse Kaye, the other at Eunie's, a Greenwich Village spot.

About a year ago, while on a nationwide bond-selling tour, A&C did a similar show at George Young's Roxy burly house in Cleveland.

Capitol May Add Flesh Shows After Eight Years of All-Films; Four-House Booking War Looms

NEW YORK, Feb. 20.—The Capitol which quilt presentation shows eight years ago, is to resume as a vaudeville show around March 13. Altho this report has been cropping up periodically, this time its re-entry in talent is definite. A meeting was held Monday (15) in the Loew's offices, attended by representatives of the three major agencies who submitted possible attractions.

Fresh resumption is planned along plumb line, as Loew apparently feels that in the face of keen competition from the Paramount, Strand and Roxy, this will be the most feasible policy.

Plans for the Capitol come shortly after the sharp rise in Roky grosses. Loew's apparently feels that comparison grosses can be whipped up by the straight film house with the addition of stageshows. Its seating capacity of 5,400 compares favorably with that of the Roky's, 5,835. Loew also feels that with stage attractions, Capitol could perhaps exceed the Roky's takes because of its consistently better grade of picture.

Question of Taxing Employers For Unemployed Is Complicating Situation; Recorders Stalling

NEW YORK, Feb. 20.—Possibilities for early settlement of the AFM-recording embargo are rapidly dwindling after an enthusiastic opening conference that had Petrillo opine the mess would be over "in a couple of weeks." Even

dickers seemed hopeful of an early settlement, altho they were inclined to tack another couple of weeks onto Petrillo's guess. At press time, word is out that it's going to take a long, long time to solve the riddle of Petrillo's proposals.

Conferences started off with a bang. Instead of reps from the half-dozen companies invited showing up Monday (13), more than a dozen companies sent officials to hear what Petrillo & Company had to say. What was heard apparently sounded reasonably enough, according to some of those present, they merely wanted to decide first whether they'd bargain collectively or on an industry basis. So they adjourned for the day to continue discussions on the following afternoon.

Latest reports indicate that the diskers and transcription men won't be ready to meet with the AFM before the end of next week. What at first only seemed to be a mildly surprising offer, that the AFM would not release its members to contribute to a fund which would finance the employment of unemployed musicians, it now appears to have developed into a not impossible to crack.

In short, the "fund" idea, in the AFM's eyes, has more jokers in it than a magician's hat. The AFM has problems connected with the appointment of the respective fees from record, transcription, library service, recorded music and juke box companies. The AFM has to deal with as to the tenacity of AFM's demands.

Petrillo declares his lawyers have looked into the question and say it is legal. Lawyers for his opponents aren't so sure. Clearly it establishes a precedent in the way union members may collect from their employers. And a good deal of the fuel for their fire was anti-union newspapers.

The *New York Times* carried an editorial twice this week (10 and 17) on the "audacity" of "private dictators" (Petrillo) in making demands that establish precedents in employer-employee relations. Referring to the "beneficent attitude of the administration, and the time-honored tradition of the Congress," *The Times* implies that Petrillo (See *Disk Peace Uncertain* on page 21)

Circus Tooter Ante Upped \$6.50 and \$4 For Whites, Negroes

NEW YORK, Feb. 20.—Settlement of Ringling circus dispute with American Federation of Musicians was marked by wage boosts of \$0.50 for white men and \$4 for colored men, James C. Petrillo AFM presy. revealed.

According to Petrillo, the "same number of men were put back on the job that is, 26 white men and 14 colored men. The former's salary was raised from \$47.50 to \$54 and the latter's from \$26.50 to \$30.50. Colored men play exclusively for the sideshow. All other conditions are to remain the same.

Petrillo said the original strike called by the circus musicians in Philadelphia last summer came because "we were unable to secure an increase of \$2.50 per man. After the strike had been in progress about two weeks the circus management was willing to take back the 25 white men at \$2.50 per man increase, but would not reemploy the colored musicians," told them that all the white musicians came out when the strike was called and that no settlement would be made unless all the men went back to work.

White ork is headed by Merle Evans, colored crew by Arthur Wright.

In This Issue

[illegible]

Chi Midnight Show Flops Before Start

Lined up for the show were Lew Diamond and his band, Dorothy Donegan, Dolly Kay, Joe Wallace, Frank Payne, Lawrence Salerno, Dorothy Dale, Harry Breen and Leon Cephes.

Meanwhile it was learned that Tomm
(See Seeks 'Essential' Ruling on page 20)

Elton Britt in Morris-CRA Jam; Musician Angle

A Morris office spokesman told Britton that the new contract with Morris covers all field offices except those under AFM jurisdiction. While CRA claims that as long as Britton uses a guitar, he is under jurisdiction of the AFM, and therefore any other contract is void.

ADVERTISING RATES — Fifty Cents
 Agate Line. \$7 per column inch. Whole Page
 \$350; Half Page, \$175; Quarter Page, \$87.
 No display advertisement measuring less than
 lines excepted.

TIME PUBLIC AFFAIRS

Legislation, East and West

Mass. Lawmakers Sift Loads of Bills on Safety Reforms in Coconut Grove Fire Aftermath

BOSTON, Feb. 26.—More bills have been filed for hearing by various committees appointed from among members of the General Court of Massachusetts, which includes both the House of Representatives and the State Senate. Most of the legislation is result of the Coconut Grove fire.

Proposed measures:
Legislation prohibiting use of revolving doors as a means of egress from premises used as a place of eating, drinking or dancing.

Legislation regulating the time in which doors of buildings shall comply with orders issued by the building inspectors relating to means of escape from fire and other related matters.

A bill which provides investigation by the State Fire Marshal relating to the circumstances of the Coconut Grove fire.

A petition that the kind of doom used as a means of exit from certain public buildings be regulated.

A petition for the appointment of an expert committee to investigate and study the feasibility of requiring clubs and similar places to furnish security for liability on injuries sustained by persons.

Legislation restricting the number of persons present in premises where alcoholic beverages are served.

A bill providing further protection of life and property against fire and other hazards in certain places of public resort in Boston.

A petition for legislation requiring

public resorts to be equipped with automatic sprinklers.

Laws relating to fire prevention and the safety of life and property in theaters and public halls be made applicable to other places of public resort.

Other proposals which will affect the entertainment business here include: Requiring public eating and drinking establishments and other places of public amusement to close at 11 p.m.; no theater, night club, country club, or a place where dancing and drinking is permitted, which uses fuel oil as a means of heating, be allowed to open more than four days a week, limiting the exhibition of children.

Another bill seeks teeth for a investigation by a commission on the granting of concessions for the sale of food, alcoholic and non-alcoholic beverages at race tracks, night clubs and other places, and the checking of hats and clothing.

Conn. Would Levy 10c; AFL Says 'No'

HARTFORD, Conn., Feb. 26.—The State Legislature Committee on Finance is preparing a proposal to tax admissions 10 per cent on places of amusement, rather than tax such spots on the basis of seating capacity. Theaters, hotel associations and other groups opposing the proposed

Deputy Tax Commissioner Ernest Goodrich said that a 10 per cent admission tax would yield \$1,500,000 annually, with proportionate amount for lesser taxes. In comparison with \$100,000 on the present basis of taxation.

John J. Egan, Connecticut Federation of Labor, stated that an additional tax on the public is not warranted. He declared that the same bill was opposed by the federation six years ago.

Attorney Louis Schatz of the Connecticut Hotel Association was told by Good-

Lounges and Cafes Giving More Jobs to "Intimate Entertainers"; Risque Singers, Pianists Wanted

NEW YORK, Feb. 26.—With their small seating capacity limiting their potential gross while operating costs continue to rise sharply due to war conditions, many intimate night clubs throughout the country are either closing for the season or cutting down on use of music and talent. At the same time cocktail lounges, cafes and grill rooms of hotels are increasing because of hotels' lower operating costs, so that today the field for so-called intimate entertainers is just as great if not greater than before. Add to this the fact that many small clubs and hotel spots are being patronized for the first time by the nouveau riche—war workers who have some extra money to spend and who want to see the so-called smart-set entertainment they have been reading about for years.

In other words, smart-set entertainment has moved toward hotel spots and is also picking up new patronage. However, many conditions remain more or less as they were. There are still only a handful of smart-spot entertainers (such as Hildegarde, Dwight Fiske, Morton Downey) who get more than a few hundred

as Hildegarde, Dwight Fiske, Morton Downey) who get more than a few hundred

Hildegarde averages \$2,000 a week—probably tops in her field—in addition to making records and playing occasional vaude. Fiske, who rarely plays anywhere but small, smart-set cafes, gets from \$750 to \$1,000. Sam Raskin has been averaging \$800 a week. Most of the public entertainers shown in small spots earn from \$50 to \$100, with only a few in the \$200 to \$500 class. Those getting more than \$125 must either have a following or have enough prestige to give the club publicity. Locally, singing leads, understudies and second leads in musical comedies and revues often double in support clubs for the sake of the publicity and the extra dough.

Most Popular Types

Most popular type of entertainers in small cafes are: Risque singers (such as Sam Raskin), pianists, novelty singers, such as Richard Dyer, who sings Elizabethan ballads), mimics and rhapsodists (such as John Haysward and Eddie Mayfield), piano vocalists, magicians, table entertainers (palmists, jugglers, etc.), accordionists, violinists, guitarists.

Altho salaries are not as good as in bigger, smart-patronage nightclubs, the small clubs offer long engagements to entertainers who elix. Also, some cafe patronages are liberal in tipping for request numbers.

Smart-set entertainment is mostly polite. The patrons are usually getting themselves served, but in a refined, under-voiced sort of way, and seem to appreciate a dry, dirty-but-smooth, non-chalant, tongue-in-cheek comedy. Smart-set entertainers are more successful when affecting a studied coarseness. Being meticulously groomed, knowing celebrities by their first names, hustling Scotch highballs and being able to slouch languidly to a table chair while uttering words like "Too too divine" and rolling one's eyes, are a few of the help entertainers hold on to their jobs.

Because the average intimate club salary is modest, and not many agents make this field a specialty, the established entertainers usually get their bookings direct. Most smart-set cafe owners are familiar with the talent available and, in fact, prefer to book direct. One local club, the Ruben Bleu, for example, for a long time has held regular Friday afternoon auditions.

Small Publicity Opportunities

Because the clubs are small they rarely advertise extensively or buy a radio wire. (SEE RISQUE SINGERS ON PAGE 11)

N. Dakota Airing Pix House Set-Up

GRAND FORKS, N. D., Feb. 26.—The theater movement bill which passed the 1937 Legislature and stirred up a fight in 1939 when it was repealed, has been thrown into the 1943 House of Representatives again.

Virtually identical with the 1937 act, the bill would prohibit movie producers from owning or controlling North Dakota theaters.

At the time of its repeal a federal court had held the statute constitutional. Movie producers had appealed the decision to the U. S. Supreme Court, and its review was pending when the 1939 Legislature wiped it off the books.

House Bill Would Void McNutt Ukase on Nitery, Service Work

NEW YORK, Feb. 26.—A bill to nullify the recent War Relocation Authority decision, obliging Japanese-Americans to become fortune tellers, hardens, bus boys, waiters, dishwashers, dance teachers, dormitory and other employees or service staffers of niterys and hotels to seek essential employment or be subject to induction into the armed forces, was approved by the House Military Affairs Committee this week. New bill, sponsored by Congressman Kilday, designed primarily to prevent married men and fathers from being called until the entire reserve of men without dependents had been exhausted within each State carries an amendment forbidding induction of individuals or groups because of their types of employment.

The WRA's directive gave men in the doomed occupations until April 1 to obtain more essential work. Many thousands have been storming the United States Employment Service offices for war work, leaving night club and hotel proprietors to consider the possibilities of filling in gaps with married men and women. Hotel and club man power situation, already strained by induction of men into armed forces thru regular channels, would be eased considerably. More important, however, the Kilday bill would prevent the war-work-right order from being extended to other categories of show business personnel, even more essential from the managers' point of view than those already singled out.

Meantime, the Wadsworth-Austin Na-

tional War Service bill, calling for a work draft for men between 18 and 45 and women between 18 and 46, has been rejected by the House Military Affairs Committee.



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AND HIS
CITY SLICKERS
IN THANK YOUR LUCKY STARS
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BUY WAR STAMPS EVERY DAY

PLACE YOUR SEASON TICKET

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with **THE TOLEDO TICKET CO.**

Manufacturers of TOLEDO TICKET CO., OHIO

In a recent program review of *The Star Times Musical Revue*, Station KMOX, St. Louis, was credited with the show. It should have been KXOK. Sorry!

TAKES ON TALENT

New York by JERRY LESSER

LINDA CARLON can prove that the life of a character actress seldom leads color. LINDA, who plays Bessie Hatfield in *Women of America*, recently had the occasion to play such varying roles as STUART BRINLEY's wife, who turns into a cackling hen on the Kate Smith program; Frautien Mueller, supervisor of the Nazi spy school on the Wilhelmstrasse in *Counterespionage*; and a Scotch woman whose three sons died at Dunkirk on *Hobby Lobby*. . . . ATHENA LORIDE is on her way to Oklahoma to see her husband, JIM BOLES, of the Army Air Force, who is spending his birthday in the hospital. ATHENA will be right back. . . . ED CASEY is playing the part of Oswald, a Chinaman with an English accent, on the Mary Martin program. . . . KATHERINE RANT, the mother in NBC's Aldrich Family, has joined the cast of NBC's *Snow Village*. Incidentally, *Snow Village* hit a 7-1 Crouseley at the end of its first six weeks on the air, a record for a daytime serial for such a short period. . . . It just goes to prove to you that the French we study in school sometimes comes in handy. BILLY LIPTON, work-

ing as a bus boy at the Stage Door Canteen, found two French sailors who spoke the word of English and acted as their interpreter. They were so pleased with the arrangement that they invited him to accompany them to other points of interest in New York's night life. . . .

WHEN KNOWLES ENTHRICK, who directed the Betsy Queen broadcast, received a sudden call for an important assignment for the West Coast office of Thrustcraft & Ryan, the boat came up with a clever going-away gift, a handsome picnic basket filled with sandwiches, canned goods and thermos coffee. Just in case KNOWLES couldn't get into the diner of the transcontinental train. . . . JOHN MOORE is the new love interest, Henry O'Sullivan, in the *Life Goes Beautiful* show. . . . DON CORDEY, announcer at WJWL, leaves this week to join the air corps. His wife, THELMA, a former Thornton model, is a WAAC stationed at Daytona Beach. . . . TONY BUCKER is a tick leader for the American Theater Wing, besides keeping up with his regular radio shows.

Chicago

By NAT GREEN

WHEN JACK BENNY arrived Tuesday (18) after touring Canadian military posts he was suffering from a severe cold and was ordered to bed, where he remained until time for rehearsal of his Sunday broadcast. Benny and troupe plan to remain in the Chicago area about two weeks. . . . ALEXANDER McQUEEN returns to WGBM March 1 with a new show, *Nothing But the Truth*, sponsored by Campbell's Cereal Company. McQueen is the subject of a forthcoming article in *Saturday Evening Post*. . . . DORWARD KIRBY joined the Blue's

*Most Your New Show Friday (19) as comic. . . . ART LINICK, comic; BOB ATCHER, hillbilly singer; DICK BARKER, pianist-singer, and cast of the WJLB *Breakfast Frolic* presented their annual show for disabled veterans at Edward Hines Jr. Hospital Thursday (18). . . . The *John Preston* series, transferred from Blue Network's San Francisco studios on Chicago's WGNB, acquired a new director, JAMES MCHUGH, a new scripter, HOBART DONOVAN; new host, under baton of REX MADUPIN, and a new cast.*

Hollywood

By SAM ABBOTT

TIM and IRENE have been signed by Monogram Pictures to appear in *Serony Girl* featuring Ann Corio. . . . DORIS SHORR and Red Skelton shared the guest-of-honor spotlight with George Murphy at the Million-Dollar Banquet staged at the Beverly Hills Hotel, Alhambra, the culmination of the city's efforts to "Buy a Bomber." . . . *Red Ryder* series began its second year on the air with Tommy Cook, who plays Little Beaver, marked his third year in radio. . . . TOM HANLON, announcer-emcee on *Midnight Merry-Go-Round*, has recorded another *Yanks Swing Scavien* which includes tunes and chatter for the

boys overseas. . . . PAT PATRICK, heard on Chase & Sanborn NBC show, has reported the arrival of DICK JOY who has been engaged by Platten Peanuts to announce its Harry W. Plattenary news commentary over KFI-CBS Tuesday and Thursday. . . . JOY already does the Plattenary program for Bekins Storage Monday, Wednesday and Friday. . . . VERNIE CHAPMAN, who plays the role of Philadelphia, has joined the KFI-Don Lee announcing staff. . . . ARTHUR Q. BRYAN, character actor, has rolled the eccentric Professor Ripplars in the new CIP comedy-drama, *The Ripplars of Elm Street*. To Bliss produces, . . .

staff, transportation and publicity, he boasts an additional two weeks ahead.

Now U.S. Wants To Sell Latins To Home Folks

NEW YORK, Feb. 26.—Office of the Co-ordinator of Inter-American Affairs, which is in charge of the relations between the U. S. and Latin America, will soon expand its domestic radio activities. Objective is to sell U. S. on its neighbors to the South just as the CIAA has been peddling the U. S. to the countries below the Rio Grande. This represents reverse technique.

To handle the campaign, CIAA has brought in Dwight Jennings, radio exec for the U. S. Maritime Commission and before that with *Carl Thomas*, *Blackie*, *Sampe* & *Hummert*, and *Warwick & Legier*. Campaign is still in the planning stage, but at least two of CIAA's radio scripting staffs are concentrating on the domestic angle. The revival of domestic emphasis will probably result in the renewed production and distribution of transcribed programs for local stations as well as network shows. Up to about a year ago, CIAA distributed a lot of local consumption, but since then has confined itself to feeding station "idea" scripts which provide a typical script and suggest appropriate music.

500 CAMP DATES

(Continued from page 3)
as compared to the usual indoor performance.

Thus an act can play 60 weeks on the White Circuit, switch to the Red for another 44 weeks and then, with some acts, go even further by moving over to the Blue or tan troupe circuit.

Million Over Budget

Naturally this expansion puts a tremendous strain on Camp Shows as an organization. From the financial end it means Camp Shows has upped its budget almost \$1,000,000 over the \$4,000,000 originally appropriated for the year ending June 30, 1943. From the production end it has meant innumerable headaches trying to replace performers drafted into the armed services, as well as those going overseas for Camp Shows, without impairing the domestic program. Likewise, the transportation and living quarter problems have been magnified.

In some areas the problem of finding bed space has been solved with the co-operation of the camp commanders who arrange to billet the women in guest houses and the men in barracks. In some spots a small house is roomed in the officers' club. This is only done where commercial quarters are not available. Both Camp Shows and the military would rather not involve themselves open to any complaints from civilians visiting troops at the post. Even Negro units are billeted in barracks, there being no other quarters available.

Skedded To April 17

As of this week Victor Leighton, director of booking and transportation for USO-Camp Shows, has the Red and White circuits booked to April 17. Current requests for shows from camps and bases cannot be added to the schedule until after that date. Word of course until the War and Navy Departments in Washington have approved the requests. Leighton submits a revised booking schedule to the military and naval chiefs each month for approval. To provide time to clear instructions for the field

FLESH FOR CAPITOL

(Continued from page 3)
sary for MGM to have to sell such films as *Random Harvest*, *Mrs. Mitter* and other of its top productions to the Music Hall.

The Capitol's booking top names would accentuate the competition for the act and would have repercussions in houses throughout the country. Four Broadway houses playing the cream of the band crop for fairly long runs would leave little in the way of names for out-of-town wanderers. Band prices would then zoom beyond present heights and lower-priced acts who could get more frequent theater work.

At present, no act had yet been signed. There will probably be no permanent house line as in *Roxy* and *Music Hall*.

Capitol to the Music Hall's opening, the Capitol was considered the act presentation house in the country. In the last three years, the Capitol has been stagelined there, both being tied in with pie: Mickey Rooney and Judy Garland made a joint appearance and the *George Jessel* and other acts in connection with a Capitol picture, scored a slim \$35,000, which returned in profit in view of the reported \$150,000 cost of the stageliner.

The Capitol is owned by Messmore Kendall and runs first run MGM films.

Roxy Lauds Chico Marx

NEW YORK, Feb. 26.—Chico Marx ark has been signed by the Roxy to start around March 24 on the show with the Modernaires. Will be preceded by the engagement of Grace Moore, beginning March 10, along with *Young Mr. Pitts*. Two weeks are definitely set, and may be extended to a third.

NEW YORK, Feb. 26.—*Enquire Theater*, in residential section of Uptown Boston, is testing vaude and films Thursdays to Sundays in an attempt to hype the lake at this chronically problem house. The *Esquire*, once known as the *Reptory*, is a 1,000-seater and is operated by *Mullen & Pinnick*, Boston affiliate of the *Paramount Circuit*, and has been playing a straight vaudeville bill.

Boston 4-Day Show

New policy calls for a musical combo on stage and five acts plus first-run films. Opening four-day bill which started yesterday, books out of course with the *Paramount* office, consisted of *Kim Loo* Sisters, Virginia Austin, Jeanno Blanco, Archie Robbins with Stan Ross, and The *Blackneck* Gossip.

Only other first class vaude in Boston is at the *HKO-Boston*, a downtown house playing main line and acts. Joe Far vaude venture in the Hub was at the *Metropolitan* about eight months back. Prices, 50 cents and 75 cents and 75 cents evenings. Three stagelows a day.

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AND HIS
CITY SLICKERS
WITH
BOB BURNS
N.B.C. COAST-TO-COAST
FOR LIFEBUOY



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PROGRAM REVIEWS

EWT Unless Otherwise Indicated

"Your All-Time Hit Parade"

Reviewed Friday, 8:30-9 p.m. Style
—Vocal, orchestral and organ. Sponsor
—American Tobacco Company (Lucky
Strike). Agency—Foley, Cone & Gold-
ing. Station—WEAF (New York) and
the NBC Network.

Your All-Time Hit Parade finally moved into Carnegie Hall and the nation's tuners are now hearing a sign of relief. The "irritant" phase of commercial plugs of airings is imbedded in the past; may it rest in peace. Approach is very definite—too definite, in fact. Pattern is the so-called "all-time hits which have prevailed on the cigarette" program over the years, plus giving out with the current three top tunes of the week. Leading song was *Don't Sit in the Sunset*, which scored in 1937. Mark Warnow only scored this melodically, but the tempo seemed pushed up to the current year of grace, rather than six years ago. This may have been deliberate. Follow-up piece was *Red Sails in the Sunset*, a 10-time all-timer, which introduced to the new show the solid voice of Jerry Wayne, who came thru clear, smooth and with finely controlled baritone depth that puts him back the "promising" class. Lyn Murray chorus background rounded out the piece favorably.

Ethel Smith, deft organist, is drafted for the current hits. She did *I Had the Craziest Dream*, the No. 3 tune; *There Are Such Things*, No. 2, and *Moonlight Becomes You*, No. 1. She tossed a rapid-fire bang into the half-hour spot, helped immeasurably by the Warnow outfit, whose second solo spot just the middle *Deep Purple*, with chorus, a two-time rater of 1939 vintage, earned a big bouquet. Marie Green was given a reasonable all-timer, *I Got That Old Feeling*, from 1937 limpancy, for her introductory shot, and warbled it well.

Wayne's second and best vocal was *You Must Have Been a Beautiful Baby*, an eighth timer, five years ago. This led just have from a lot of studying when he was surprised with the idea of taking over the spot vacated before the preem by Barry Wood, because he breezed right along as if reaching home base meant nothing more than leisurely busting one over the fence.

For the finale it was a collection of three all-time all-timers, *Rose Room*; *Can't Give You Anything But Love, Baby*; and *Give My Regards to Broadway*, which got singers, Murray Chorus and the Warnow giving opportunity to go into stuff without being unnecessarily limited to Luckless "Hit Parade" ratings.

Milton Cross and Basil Ruveldie shared the announcing chores. While moving over into famed Carnegie, American Tobacco's George Washington Hill might have ordered a change in plugs, the phrasing being status quo, "So round, so firm, so easy on the draw," etc.

Leonard Traube.

"My True Story"

Reviewed Monday, 3:15-3:45 p.m.
Style—Drama. Sustaining on WJZ
(New York) and Blue Network.

Latest of *True Story Magazine* tie-ups to hit the airwaves was the four of it daily afternoon drama plucked from the pages of the romance publication and heard Mondays thru Fridays on the Blue Network under the intimate title of *My True Story*. A complete story from the current issue is dramatized each day with such spurs as *I Owe You Everything*, *If You Were Mine* and *Someday I'll Tell You* on the schedule for the first week.

With this half hour following *Songs* by Morton Downey each day, Blue Network listeners are in for 45 minutes of solid slash, the unadorned brand which only a romantic warbler and a straight-from-the-heart tear-jerker can dish out. The opener for the series, *Only*

Seventeen, was the story of a jealous daughter with a father-fixation which sadly hampered the attempts of the poor father to remarry. When she meets the handsome son of her stepmother to be, her attitude changes and two happy marriages result.

To criticize the soundness of the story or the quality of the material would be useless, as this show, along with all the other heart-throb honey on the air, will undoubtedly satisfy the large audience of mid-afternoon dial twisters.

Joseph Bell produces and directs and Margaret Sanger and Bill Swetts adapt the mag stories to the air. Casts change with each script. Marion Redelig.

"Fran Harris Reports"

Reviewed Tuesday, 1-1:15 p.m. Style
—News commentator with interview.
Sustaining over WJW (Detroit).

This new show on twice a week, is addressed directly to "Mrs. Detroit" and aims, successfully, to tell the average housewife something useful and interesting about the war. Miss Harris gave out intelligently, slightly saccharine in the manner that daylight fence listeners seem to like, and is plugged as "the only woman newscaster in Michigan."

She described what women are doing in the war effort by an interview. In this case a woman anti-driver, who told how her job goes and what her family arrangements are, interesting for both stay-at-homes and women outside able to listen in.

John Alvin is commentator at
Hauland F. Rees.

"Open House"

Reviewed Wednesday, 3:30-4:30 p.m. Style—Variety show. Sustaining on WCAU (Philadelphia).

This daily matinee, running as a sustainer save for several OWI spots, has been heavily billed as the most pre-emptive live talent program the station has offered in many a moon. And it is, considering the round-up of talent on tap, with cuffed guests in addition to stand-bys from station's staff. But it all seems a waste of so much good talent to prevent it in such pointless and heterodox fashion. True enough, the *Open House* credo calls for an everything-goes flavor, but while everything goes, nothing happens. It stands nowhere and ended up the same place with painful waiting that made the excellent musical specialties, when they finally came, very difficult for the dealer to digest.

Stan Lee Brom, program chief, and producer Joseph Gottlieb are responsible for this scrabble. It's just that, with little more significance or continuity than some other local shows where the announcer rushes into the studio with a grab-bag of platters and starts spinning them without rhyme or reason.

Much the fault may be put on the script . . . or the lack of one. Whatever it is, staff announcer Ross McWhorter, who has done credit to himself in handling war and band shows, fell short on keeping things moving for the first half hour. Poor routineing, timing and patching of the bumper crop of musical specialties helped his cause none, and while entrusted with the encores, might do better by sticking strictly to straight announcements, rather than trying to be funny. Hugh Walton, for the second half, lightened up the gab, fared much better and went far in eliminating the drag.

Only real push on station caught was hampered by Frances Faye, making a guest spot. Singing and swinging to her own pianology, her ebullient personality overflowed the loud-speaker and it's a mystery how she has escaped radio so long. Johnny Cahill, local literary connoisseur, also guesting, made his air bow on this stanza, but he forgot to bring along suitable radio material, apart from the fact that milk-right got him.

From the station staff, excellent voices were pitched in by Jimmy Saunders, former Harry James warbler, Dolores O'Neill, last with the *Paris Street Society* show; Ben Bon, nepa cat piper formerly with Jan Savitt's band, and Marjorie Mason, vocalist with Johnny Warington's studio band, whose pepper dance rhythms for this show were big-time in every respect. Maurie Ordenerker.

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Moon Vine (taken from a line in the play, "Moon vine that opens after dark" is one of those pleasant little affairs that held interest, winning a few laughs and having its moments of poetic seriousness, but that never is uproarious enough to be compelling enough to pin down to the elbow.

There are some very funny lines and situations, a lively soft shoe dance and an amusing revival meeting played to the hilt by W. W. Wright. Henry, Cast of 21 includes good work by Will Evers in a dual role; Grace Coplin and Philip Bournicuf. Mary Lou Taylor and Agnes Scott. Yest could have done better with their parts.

The veranda set (used thruout, except for one scene) is eyefilling and, in fact, the whole production indicates meticulous care. Too bad it didn't have a punchier story. *Paul Denis*

PHILADELPHIA, Feb. 20.—Mark Wilson, publicizing the three Shuber legit houses here, has hit on a mobile billboard plan to meet the ban on pleasure driving. All defense workers motoring to their jobs at suburban Chester, Eddystone and other points have been given poster signs for placement on the rear of their autos. Each car sign advertises an attraction at one of the three houses.

Latin Quarter, Chicago

Talent policy: Shows at 9, 12 and 2:30; Saturday matinee at 4; dance and show bands; rumba band, Management; Chuck Jacobson and Ralph Berger, operators; Phil Tyrrell, booker; Art Goldie, p. a. **Prices:** Minimum center terrace, \$2.50; dinner from .62.

Only Randolph Street spot spending good money on acts and featuring, primarily, a floorshow. New act lineup runs around \$2,000 and includes Frances Faye, Sammy Walsh, the fast return of the George Bernard Dancers, and Marjorie Ward, tapper. Two bands: Eddie Pripps on shows and popular dance sets and Luis Ramirez rumba outfit on Latin stuff, with Guaraná Cantu consisting on vocals and maracas. Ramirez, incidentally, replaced Vincent Brangle, who opened the room.

The Bernards, three men and six girls, open and close the show with amusing interpretative dances which are precise in execution and entertaining in construction and delivery. The men do some of the dancing and the girls are around more for the decorative effect. They offered such items as "the dance of the gloves" and a burly routine "Cinderella and the Golden Slipper."

both highly diverting. Men are comical dancers and drew good laughs with their zany antics.

Marjorie Ward, cute and well costumed in knee-length gowns, offers a couple of neat tap routines which, tho' not strong on technique, this time are well done.

Sammy Walsh suffered with a cold when caught. It is to his credit that he was able to score with his specialty, particularly with his little caricatures of a glee club, using a boy for a funny piece of business, and a corny Benny Goodman impersonation.

Frances Faye overplayed her welcome opening night and thereby aroused a storm of protest. She would be better off to work some 10 to 15 minutes and come back for an encore rather than hang around for almost 30 minutes. With a fine stylized, banging away some mean boogie-woogie fare and vocalizing items of a similar nature. Looks fine, too.

Pripps leads a show well and keeps the customers happy during dance time, but rarely draws them during his Latin sets.

Sam Honigberg

Rumba Casino, Fox and Hounds Club, Boston

Talent policy: Dance and show bands; floorshows at 7:30 and 11:30. **Management:** Eddie Davis, owner; Harry Cook, booker. **Prices:** Drinks from 60 cents, dinner from \$1.50; \$1.50 minimum weeknights, \$3 Friday and Saturday.

The Rumba Casino is the main entertainment room of the Fox and Hounds Club, located in the Back Bay section. Drawing heavily society folk and university officers, Club also has other rooms for private parties.

This show, headed by Billy Paine, a favorite among night club and radio fans, Paine's following was evident on this night. The Arthur O'Connell Girls (5) open this show with a sort tap. Return later in Hawaiian costumes for a skirt twirling routine. Close the show in a sassy radio number. Have good appearances and do not attempt difficult dances.

Stella Faye, a petite songstress, sings a pretty April Showers, There are Such Things and encores with Night and Day. Has a pleasing voice, but drags on this last number. The Adriana sisters, a ballroom routine, which is slow and ineffective, finally drawing applause by the boy leading the girl in midair.

Billy Paine, tenor, closes the show with some nostalgic airs, including Once in a While, My Heart Still Strife, He and My Gal. Encores with Begin the Beguine. The Charlie Wolke band, under direction of Wilson Lester, is excellent. Plays a good show and is good for dancing.

Eddie Davis is a gracious host. Food and service is good.

This room, seating 200, gives one a chummy feeling. Davis should bring in more acts to keep customers more attentive during show-time. *Harry Cook.*

Kitty Davis, Miami Beach

Talent policy: Floorshow at 8:30 and 10 and dance band. **Management:** Kitty Davis. **Prices:** Dinner from \$1.50, except Saturday; drinks from 10 cents.

This club, now billed as "world famous," and justly so, is rolling along to new laurels despite gas rationing, blackouts and curfews. Roy Rogers is a worthy successor to Jack Marshall and is getting swell hands nightly. His tunes and lead songs are the customers in a continual uproar.

Three Dennis Sisters continue to maintain their popularity by changing songs from time to time indicates they know how to put over their act.

Louise Kellogg, who has a pleasing singing voice, also encores. Evelyn Lee's ballet tap is always a surefire for any show. Pointe Killeen, Miami's own, returns from a successful engagement in the metropolis and does okay.

The Starlets, in a changed routine, are way out in front of any chorus working here in a long time. The girls who impersonate famous dancers in past and present draw good houses.

L. T. Berliner.

Park Central Hotel, Coconut Grove, New York

Talent policy: Show and dance bands; floorshows at 8:15, 12 and 2; dances by Jennie Hackett. **Management:** Jules Leinzer, night director; Bill Robbins, Coconut Grove manager; Charles Lucas,

host; Ed Welmer, publicity. **Prices:** Minimums up to \$3 depending on location.

A trim production job enclosing a series of solid acts gives the current review. In the Park, a breezy place, Bill Robbins' act selections are generally okay, and contribute to the plus score of the show. The Hackett routine, an ever-changing, the eight females going thru three numbers which provide a neat item for the rest of the display. Includes a tap and a vocal, and a reference routine with bellet mechanic stuff. Went over well.

Ed Welmer, acting as Bill Russell, who encores well, but whose belletoning can stand much polish. On show caught, gave out with several false notes. He did well, however, with Dorris Belore.

Jerry Vance's pliable torso makes for some outstanding contortion work. She works fast, executing difficult bands with ease. Walked off to a well-deserved hush. Eleanor Tecman shows talent in vocal and dance performance. Her rendition of Stride Polka with encores is amusing, while her tap numbers are fast and could have been made even faster for her own good. She has a heavily lined skirt. Drew a fine milt.

Judy Manners appears to be a genuine and possessing a cheery set of pipes and personality to match, she runs thru her numbers in arresting manner. She also has a good sense of caricature, as evidenced in her impersonation of O'Connell and Bonnie Baker. Pulse note in her presentation is her gown which apparently lost a strong model.

Dell O'Dell, femme magico, was absent, but is fortunate enough to have a husband who does a pretty good act on his own. Charles Carter substituted for him and did his standard tap and glass juggling for good effect.

Arthur Arbanus has backed the show competently, with Louis Betancourt providing the relief. *Joe Cohen.*

Paul Young's, Washington

Talent policy: Dance and show bands; floorshows at 8:30 and 11:30. **Management:** Paul Young. **Prices:** Minimum \$1.50 (22 Saturdays, Sundays and holidays).

Paul Young's policy of bringing in what makes the most money is paying dividends. Considering the size of his club, Young has been laying out big money for acts the last few years. While others scrimp, he does not. Today he is reaping the real benefits from the boom-down-dough days. Dinner shows are now drawing heavy crowds, compared to the dog days when only first-class pulled them in.

Audiences here expect first-class entertainment. And they get it. Owens and Parker are laid on for 10 weeks with the impossible titles. Repeaters in the audience are customary. Owens and Parker is a real word-of-mouth build-up, and they never disappointed.

Buddy Lester came in three weeks ago and bids fair to stay for a long time. Smooth and snappy. Crowd was sure to find whatever he does is okay, whether it's just plain gagging or intelligent imitation. He is quick, and all his kidding is so smooth that he's got the audience mellow right from the start.

Johnnie O'Dellington, a nice hunk of shiner, does a good job. She has beauty and versatility. Uses both wisely, but not enough.

Trumpeter and band leader, Charlie Frankhouse, plays a couple of solos. Mitchell and members like Chermatine and Dark Eyes, for fine playing, shows sense.

Gonnie Poulos.

Band Box, Chicago

Talent policy: Swing band; cocktail wait afterwards. **Management:** Mitchell and members like Chermatine and Dark Eyes, for fine playing, shows sense.

The "poor man's Panther Room," which has its swing-band policy this night, is already cashing in, drawing not only the many servicemen and visitors parading on Randolph Street, but also some of the J-bugs who used to patronize the neighboring Sherman Hotel's Panther Room or Blackhawk Cafe. Room is in a basement and can accommodate some 400.

Success is due to the low talent unit and the good food. Only a few drinks are served, a profitable policy and good for a quick turnover. It costs comparatively little for a J-bug or soldier

to take his girl dancing to the Jump band here.

On the band's standpoint, this may mean a good build-up spot. The broadcasts are plentiful, on local spot nightly and a couple of CBS programs Wednesday and Thursday nights.

First leader is Boyd Reburn, who made his debut in town some months ago at the Chez Paree. He has reorganized his band to fit this room. It is a jump group and a good one, too. Boyd is better off in this type of room, for he is the typical band leader who enjoys playing dance music for dance fans. He has several strong musicians in his group, while a couple of five sax (including his own), five brass and three rhythm. Includes two former band leaders: Arne Brunet on piano and Tom Travers, who displays a strong baritone voice on ballads and looks well, too. Cuts Nova Cogan sells rhythm and blues.

Reburn is young, energetic and popular with the kids. He should stay below a long time.

No intermission entertainment here. None is needed, as customers rate a rest from the torrid dance sets.

Room opens early each night, featuring bargain prices on drinks. Dan Sterling and the Dukes (4), male cocktail wait, furnish the music in the daylight hours. *Sam Honigberg.*

Plaza Hotel, Persian Room, New York

Talent policy: Floorshow at 9 and 12:30; show and dance band; musical trio. **Management:** Henry A. Rosi, hotel managing director; Newkirk Crockett, star.

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After the successful run of Hildegarde, Jack Bartel (Hills) spotted the Club Bruce bill and now follows up with Raye and Naldi, Susan Miller and John Hoyt, and the popular vocalists, the Rye. The new bill ought to do well without pleasing the well-to-do who crowd this restaurant. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

Mary Hays and Naldi show up well here and should spend 20 weeks here last season and ought to rate that much this season. Excellently wardrobe and fine. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

Hoyt's bill bounced back for a session of howling comedy, including satire on patrons of the Boston Symphony and the Boston Red Sox, and a number of satirical songs, his takeoff on Hildegarde being a killer.

The new orchestra does a fine accompaniment job. His three reeds, trumpet and three rhythm combine to produce throaty ensemble. Dance music is by Elton Shaw and Continentals (piano, accordion, string bass and violin-leader) do very nicely on dance rhythms. *Paul Denis*.

Beverly Hills Country Club, Newport, Ky.

Talent policy: Dance and show band; *relied bands:* *Booths at 9 and 1. Management:* Gen. A. Garry, managing director; John Hite, maître d'; Frank Senks, booker; Tom Ball, producer; George R. Smith, director. *Betty Kay*, *Prizes:* *Prizes:* Dinner from \$2.50; drinks \$3 cents. Minimum, \$2, except Saturdays \$3.

After nearly four months with a local orchestra fronted by Gardner Benedict, this class night club hasn't reverted to its former standard. The new bill, Elton Shaw and His New Music including the new show which also highlights the Chandra-Katy and Gaultier's Steptochase. Opening Friday (19), the two acts say two weeks, with the Pleds or the new Chandra-Katy and Gaultier turns elicited handsly, and the Pleds crew banded. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

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San Francisco.

ted in the closing spot rather than midway in the bill. Tom Ball's nine lovely Beverly Hills lend their usual good support with three songs and a dance.

Chandra-Katy and his dancers (Meul, Djemil and Sumara) contribute one of the most artistic dance performances ever witnessed here. The class interpretative group is geared primarily for the amateur spots, and was even one of the heads of many of the sophisticated here. The standard-bearer's barefooted dancing, with three songs and a dance, and expression, and he gets excellent support from his of same party. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

Gratier Steptochase comprises four songs, four dance and a monkey, with a man, in equestrian-director get-up, putting the animals thru a typical circus routine assisted by the monkey. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

Shep Field's new music (nine sax and woodwinds, piano, bass fiddle, drums and orchestra) is a fine accompaniment from the dancers and made an excellent impression in its two show spots. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

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Upon receipt, the packet will be dated and filed away under your name. The Billboard takes over, reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

Interior decorations, forsaking the plush, polish and modernity of present-day clubs, and send them both, together with return postage, to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Marie Hill and orchestra are featured. Contributing to a well-balanced program is Little Johnny Jones, musician; Deco Retter, English comedian, and Dorothy Wilson, an acrobatic sensation.

Food and drink excellent and service is good. *S. E. Finck.*

Casbah, New York

Talent policy: Dance and show band; *plano-Solovoy hula;* *floorshow at 9 and 12. Gloried Mondays. Management:* Max Gerson, operator; Dorothy Ross, publicity; Spencer Hale, promotion and advertising; Jose Moscatello, maître d'hôtel; Peter Tallechano, assistant. *Prices:* Dinner from \$3.50; minimum after 10 p.m., \$2.50, except Friday, Saturday, holiday and holiday eve, \$3.50 (food excluded).

Max Casavan, who was a veteran cafe and film impresario and newspaperman in the 1920s, and who was one of the Nazis took over, is showing other set operators a thing or two in this, his first New York venture.

Taking over the Hotel Navarre's dining room, which was last open as Mori's Restaurant, he has converted it into a lush, costly, restful, romantic atmosphere and controlled dancing to *Smoke Gets in Your Eyes*. Miss May, an accomplished performer, sets nicely. However, her hula is merely a hip-shaking and hawking in good rhythm. Her second performance could have been a word had she used some of her dancing tricks.

Max Stony, trumpet, takes over with his horn for a half-hour. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

June Carson specializes in jump tunes, and her Mr. Five by Five and a blues and a blues. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

A highlight was the piano work of Oris, who swung Rachmaninoff's *Prelude in C Sharp*. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

Walsh vocalized when *The Lights Go On Again*. His style would be better fitted to ballads. *Sam Adoff.*

Cave, Vancouver, B. C.

Talent policy: Floorshow nightly at 11:15. *Management:* G. King. *Prices:* \$1 week night, \$1.50 Saturdays.

The Cave continues to bring name acts to this city. Featuring this week Naldi and Betty Kay, who are making their receipts, it appears he will be held all extra week before going to the Show Box, this city. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

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drum and Toro shakes the maracas.

Paul Taubman, who has played society spots for years, takes care of the lulls with a bit of singing and piano and Solovoy keyboards. Plays excellently.

For the twice nightly divertimento, brunet, exotic Rita Keyes, who once worked for Gaumont in Paris, comes on for songs. On night caught, the spotlight was not working, unfortunately. In a bit of singing and piano and Solovoy keyboards. Plays excellently.

Vanya, cypress violinist, is used in the adjoining Blue Room (a gorgeous open-air-with-stars room setting) on.

Paul Denis.

Chez Miquette, Havana

Talent policy: Dance and show band; *floorshow at 10:30, 11:30 and 1:30. Management:* A. Ramirez, managing director; Bill, maître d'hôtel. *Prizes:* A la carte, small restaurant, runs from 9 p.m. to 8 p.m., with entertainment starting at 9:30. No better looking than many small, intimate night club here. He has built itself a steady business thru the fine mixing personality of Mr. Hill. Food and service here are excellent. Layout of the room is such that every table is a ringer.

Adrian and Anand, sisters, present *Ballet Mechanique*, good-looking girls. Into very intricate taps that hold audience attention. Escorte with a beautiful couple. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

Nilda, Cuban singer, billed as making her Cuban night club debut, is a striking-looking blonde who has a pretty voice. The new bill is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fine coughing bit, then a good burlesque of the type of acting, paying the way for Miss Miller, who is making her East Side debut here, playing the piano in an attractive group, she did three songs and no encore. Despite laryngitis, she did well, modulating voice and making fine arrangements of *Brasil*, *I Heard That Lonely Song Before*, *Summertime* and *Love the Day*. Her slow-and-soft arrangements are very catchy.

The off with a balero and close with a conga. *David G. Cooper.*

Tough To Open New Clubs Due To WPB, Help

CHICAGO, Feb. 20.—Despite better night club business in the Loop and on the near North side due to the work done by the War Production Board, the number of operating spots to the lowest in years. Because of the help problem and the War Production Board, \$200 limit on construction on non-essential projects, few operators are risking new establishments. A social club, owned by a New Yorker, has been stripped of its furnishings and transferred to the Rainbow Garden, which has also failed. Neither the New Yorker nor the Rainbow Garden, which has also failed, is showing other set operators a thing or two in this, his first New York venture.

Both the Hi Hat and Harry's New Yorker remain, but on Wall Street (37) by order of the D. & M. Finance Company. Hi Hat furnishings were auctioned off. Harry's New Yorker had been stripped of its furnishings and transferred to the Rainbow Garden, which has also failed. Neither the New Yorker nor the Rainbow Garden, which has also failed, is showing other set operators a thing or two in this, his first New York venture.

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THORN & ROBERTS

SHANGRI-LA Phila.

Just Concluded

(Held over 3 consecutive shows)

THE Billboard says: "Thorn and Roberts, two men and a girl, add a delightful musical touch with their interpretative balladromances. Warm up with a knock-out drum dance and then smooch with their luscious slow-swinging ballad bit."

Dr. HERMAN FIALKOFF • Mayfair Theater Bldg., N. Y. C. *WEST:* HARRY GREEN

Vaudeville Gossips

Weather, Holiday Aid Broadway Houses; MH Still Big in 10th; State Holdover

NEW YORK—With the return of warmer weather, grosses resumed normalcy, although the cold spell didn't cause any appreciable drop in revenue. Broadway was practically unaffected by low temperatures, although some took it on the chin. Washington's Birthday is expected to give further lift to the takes.

The Paramounts (3,664 seats, \$55,387 house average) is continuing along profitable lines with the eighth and final week of *Star Spangled Rhythm* and *Frank Sinatra*, while Johnny Long is completing his fourth season. *Toko* is building up to a stanch \$51,000 after registering \$54,000 the previous week. Prior weeks produced \$52,000 and \$59,000, while the four weeks of Benny Goodman's work with the same surrounding bill hit \$48,000, \$56,000, \$80,000 and \$112,000. Xavier Cugat, coupled with *Hittler's Children*, starts Wednesday (24). It will be the first non-Burton film to play the house in two years.

The Strand (2,758 seats, \$39,264 house average), with the third week of *Casablanca* and the fifth of *Sammy Kaye's* act, is expecting around \$42,000 after raking in the fine \$49,500. Opening bureau included with \$54,000.

The Mutual Hill (5,835 seats, \$94,402 house average) is going into the 10th week of *Random Harvest* and usual stage-

shows with expectations of \$96,000. Week-end business will determine whether it will go into an 11th week, which would top the record established by *Mrs. Minn*. The ninth produced a stanch \$95,500 and was preceded by \$95,000, \$92,000, \$102,000, \$100,000, \$106,000, \$123,000, \$120,000 and \$112,000.

The RKO (3,845 seats, \$50,067 house average), with the third week of *Connee Boswell*, Herb Shriner and the Basin Street six show, is registering \$59,000 after hitting \$57,000 in its second stanza. Opener took \$79,000.

At Loe's State (3,327 seats, \$22,656 house average) Ed Sullivan holds over but gets new headliners, *Pied Pipers* and *Louis Jordan's* act. *Andy Hardy's Double* also enters a second week, a rarity at the State. Gross looks like a fine \$26,000. Last week Sullivan, Deep River Boys and the Martells and Mignon took a stalling \$36,000.

Powell, Ellington Pull Fat Grosses At Philly Stands

PHILADELPHIA—Business on Lincoln's Birthday making for a heavy holiday week-end, town's vaudevillemen enjoyed fat gross-ends. Earle Theater (seating capacity, 1,500) took \$16,000 (18,000 seats) went over the top with \$28,000 for the week ended Thursday (19). At the same time, the band shared the spotlight with brightland's Dennis Morgan and Jerry Lester. Sunny Blee with Perry Mason, Tommy Taylor, Dick Mains and Irving Fazio, out of the band, rounded out the bill. *Three Hairs* for Jumbo on screen. New bill opened Friday (20) with an all-sepia array, and hitting into a week that finds the school closed because of Washington's Birthday and school machinery being set in motion, got off to only a fair start. But with an expected pickup, should hit at least \$26,000. Count Bender's band and *Wendy* tops the goings-on, with *Northwest Rangers* on screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,000) enjoyed another big week ended Thursday (18). Went way over \$10,000, with Duke Ellington's orchestra, cashing in on his recent Carnegie Hall triumphs. *One Dangerous Night* on screen. New bill opened Friday (19), with Lionel Hampton's band in the lead, also cashing on hitting the 10-grand mark, considering the rush of payees for the opening show. *Bowery* at *Mighty* on screen.

Savitt-Kirby Bands Terrific in Boston

BOSTON—Wintry blazes failed to affect the terrific business week ended February 17 pulled in by the combination of Jan Savitt and Top Hatters and John Kirby and his orchestra. *Rembrandt's Strike* at *Dawn*, helped in the draw and will head second week, with Low Walter, *Letting George* and the new show. *REO-Boston* seats \$4,113, with a 33-cent top.

Publicity stunt opening day (11) at a special *Dawn* *Metinee*, when the first 500 admitted were given a free breakfast, drew 500 by the time the theater opened. More than half of the defense were workers still in working clothes.

Walters, Hawaii Units Big in B'pt

BRIDGEPORT, Conn.—Band-vaude shows and units are doing so well as the long-Lytic Theater here, where shows have been playing for three-day runs, that city Low manager Mitt Saunders is now looking pickup-week show. Low Walter, *Letting George* unit did well business latter part of last week. *Slute* to *Hawaii* unit, the first three weeks of this week, is doing record business.

Cold Spell Chills Chi; "Casablanca" 33G, G. White 21½G

CHICAGO—Another cold wave which started Saturday (13) and lasted for several hours, February 13 week grosses for a loop. This has been one of the hardest winters here in years, and every cold spell is a pain in the box-office neck.

Chicago (4,000 seats; \$40,000 house average) dropped to \$33,000 for its second and last week (13-19) of a presentation show featuring Larry Alder and the screen's *Casablanca*. Total for fortnight gross but not a strong Chicago White show.

Oriental (3,200 seats; \$29,000 house average) had a good attendance in George White's *Scandals* week of February 12, but the cold wave hurt its chances for a big week following a capacity opening day. Wind-up was \$21,500, satisfactory gross but not a strong Chicago White show. On screen was *No Place for a Lady*.

A touch of spring weather Friday (19), strangely enough, didn't help matters, either. After a lengthy cold period, too many people were reluctant to get out in the spring air. Opening day biz at both the Oriental and Chicago, therefore, was light. Chicago has a so-so box-office hit in *Rembrandt's Strike*. *Beauty* and a presentation show with Beatrice Kay and Paul Gorris. Oriental hit in *Rembrandt's Strike*. *Beauty* and Dolly Dawn. On screen is something identified as *City Without Men*.

B. Baker Late But Vancouver Biz Good

VANCOUVER, B. C.—An Odco chain house, the Beacon, hits the jackpot quite frequently with popular acts. It always fills the house six nights a week. Current is Bonnie Baker and Herbie Holmes ork. Decca hit in *Rembrandt's Strike*. *Beauty* drove the a blinding business in the Cascades to reach Vancouver a few minutes before her scheduled appearance. *Beauty* was here, but crowds who had been standing in the rain to get in broke into applause at her appearance. Business was good, but her record USO camp-show work. He hopes to return with the camp dates soon. . . CHARLES A. HARRISON JR. has finished his boot training in the U. S. Coast Guard and has been assigned to the morale department. (See MAGIC on page 29)

MILBOURNE CHRISTOPHER returned to New York last week from a USO camp show tour which took him outside the territorial limits of the U. S. A. He leaves again soon on a similar jaunt. . . **LIEUT. LEE ALLEN ESTES**, Staff Magician of the *Wendy* and *Highway Patrol*, during his recent week's engagement for the soldiers at Camp Campbell, Ky., hopped to Nashville to J. Crawford. He also caught McDonald Birch at Clarksville, Tenn. . . JOINTY *Wendy* is playing the Casino de Parce Theater, New Orleans. . . CHARLIE BALLERINA, Philly magician, is now doing his tricks for Uncle Sam while stationed with the army at Fort McClean, Ga. . . CHARLOTTE BERNARD is current at Verne's, Detroit city, with a new magic and vocal turn. . . **TOMMY HANLON**, 20-year-old magician, was temporarily stranded in Fort Worth last week, due to his inability to change into a new magic and vocal turn. With only a B gas book in his possession, Hanlon filled an engagement at Houston and then hopped 200 miles to Fort Worth for a one-nighter. It was then he discovered that his next date was over 600 miles distant, with not enough gas stamps in his book to make it, and the Fort Worth remaining board reluctant to listen to reason. He managed, however, to make up enough of the precious stamps to make it. . . **ADE DUVAL**, playing the New Park Theater, Waco, Tex., B. I. Valentine's Day week-end, reported four-day theater schedules. He is successful at his record USO camp-show work. He hopes to return with the camp dates soon. . . CHARLES A. HARRISON JR. has finished his boot training in the U. S. Coast Guard and has been assigned to the morale department. (See MAGIC on page 29)

Dayton \$10,500

DAYTON, O.—Straight vaude bill at the BKO Colonial Theater week of February 12, headlined by Patricia Bowman and the Little Tough Guys, brought in box-office returns of \$10,500.

Acts and Girls Wanted for SOLLIE CHILDS

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SIX TO TWELVE WEEKS
CONSECUTIVE FOR ACTS
Newly-Groomed and Mature
Locations for Piano Players and Musicians
Girls and set lines can work indefinitely,
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WANTED TROPIC ENGAGEMENT

Colored Girls, Tactful Chorus, Revelous Gals
and Female Novelty and Girl Striders. 4 to 6
musicians. Round trip plane fares from
Miami, Government and commercial charters.
Rush photo, description, permanent address.

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ACTS COMING SOUTH Contact Manager WEBB'S PATIO

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ACTS WANTED

FIVE AMP CAMP SHOWS, FIVE WEEKS
WITH ORK. Bands, Stand Acts, All Three-
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Thanks Burly Cast For Blood Donation

MINNEAPOLIS, Feb. 20.—Hennepin County Red Cross is enthusiastic over the manner in which the Alvin burly troupe assembled blood contributions. Those LaRose and company became the first theatrical group to make such donations at the blood donor center here.

LaRose is Kenneth at the Alvin March 19.

Letter to Ernest Rogers, Alvin producer, from Tom Hastings, of Red Cross: "It is very gratifying to the Red Cross the way you and your associates co-operated with the Blood Donor Service in securing blood for our armed forces. For this we are very thankful and hope that you will express this to all those who participated. We also wish to thank the management for making this possible. Yours was the first theatrical troupe in the United States to donate blood to the armed forces, and we think you have led the way to a new field. By bringing out the fact that your performers were able to carry on their strenuous routines of singing and dancing within 30 minutes after donating blood, we think you will bring home to the people of Minneapolis the simplicity of donating blood."

Nonemaker's Opinion

PHILADELPHIA, Feb. 20.—George Nonemaker, director of advertising and publicity for the Hixit Circuit, takes exception to Hollywood's reason for changing the title of Gypsy Rose Lee's The Gypsy Rose. The company stated that it pulled 5,000 persons in five scattered cities and then decided to give the picture a new tag because 20 per cent of the citizens polled indicated that they didn't know what a "G-string" is. Be that as it may, Nonemaker opines that the real reason for the title change was because the other 70 per cent did.

Valentene Managing Club

ATLANTIC CITY, Feb. 20.—Cleo Valentene, former burly and nifty dancer, taking over the management of the Clitot Club. Valentene played the first show for several seasons. Her first show includes Bonnie Lee, Terry Tyler, Sally Sawyer and Costello's orchestra. Second performer fronting a nifty here. Bette Stebbins, one-time stage and club star, has long been identified with Babette's, local cabaret.

Youngstown Drops Chorus

YOUNGSTOWN, O., Feb. 20.—Grand Theater has taken out the line for one act on an experimental basis, substituting four vaude acts instead. Acts used on this bill were the Deo Sisters, Elaine Shaw, Clayton Johnson, and Dorothy and Christine, all set by Louis Koff, local agent.

March, Darlene Good

MINNEAPOLIS, Feb. 20.—Strong burlesque grosses continue to be the vogue in this town, despite the severest winter this area has had in many years. June March, playing her third engagement here, closed at \$4,700 week end, February 11, a fine figure. Darlene, for week ended February 4, drew \$4,000.

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Burlesque Notes

NEW YORK:

MARGIE HART signed for Cheryl Crawford and John J. Wildborg's City Harpette to open in Chicago March 1 before an 18-week tour heading east. Will be billed as Margaret Hart. . . . JACK LAMONT will play the Hixit Circuit, according to a note from Holly Leslie, fell during the last show at the Minneapolis, Minn., February 1, and broke his right hand but continued on in the Buzszi! the Bee scene. . . . MILIE, VERNE and Russell Conn celebrated the star's arrival in the Hixit City Harpette, regaining now managing Bud Abbott's Windsor House at Van Nuys, Calif. . . . GINGER HEALY replaced Alynne Payne as the Bob Ferguson show, Hixit Circuit, at the Hudson, Union City, N. J., February 14. . . . JERRY AND JANE BRANDOW, dancers, left the Hixit West February 13 in Union City, N. J., to open at Maxine's niter, Bronx, February 18, under new management of Sol Tupper. . . . SAM LUTES, formerly with the Star, Brooklyn, now a private with the signal corps at Fort Monmouth, N. J.

JESSICA ROGERS recovering from an appendicitis attack that laid her up at her Tampa home since Christmas week. . . . BILL STEINER after five weeks at the Troc, Philadelphia, opened February 7 as stock vocalist at the Hudson, Union City, N. J. . . . BOB FERGUSON, October 20, when Jeffrey Fret arrived at Bronx Sanitarium. . . . GINGER WAYNE, back in town from Detroit, is the new Hixit City Harpette grip. . . . JACK MANN, comic, and Jimmie Yeoman, writer and producer, left last week for New York. . . . ANN CORIO may play the lead in a revival of *Lystrata*. . . . STAFF SGT. LLOYD MILLER now a teacher in the officers' school at Queensville University in Fla.

MARIE CORIO's unit, for its second time around the Hixit Circuit which started at the Gaiety, Baltimore, February 14, had Stinky and Shorty, Bobby Paye and Irma Vogeles, Hanna Vaughan, Ann Smith, and Russ Miller and his dog net, all repeaters, and the "Joyd" Halley. . . . TINY FULLER and Harris and Howell head a new black and white unit on the Hixit Circuit that opened two weeks ago and moved into the Hudson, Union City, February 21. . . . MILT BRONSON, ex-busy character, closed his last week with *Strip for Action*, is now at Lou Costello's Band Box niter in Hollywood. . . . FLOYD HALLACY under treatment at Boston City Hospital for a bad cut on the eye as the result of a fall downstairs and a plunge thru a glass door at the Crawford House, Bean City, two weeks ago. . . . LEE TREEST left Los Angeles February 8 on an army tour of five weeks. . . . RAYMOND BROTHERS, Harold and Leonard, operators of the now closed Star, Brooklyn, are fire watchers in a local shipyard. Plan to teach the Star soon, the time with week-end pictures and vaude.

CHICAGO:

ABBOTT AND COSTELLO were in town Saturday (20) and did a special matinee for Mike Potosi at Coliseum's. They are old pals Mike and the safe box took advantage of the situation by ballyhooing their personal appearance. . . . MARGIE HART will be in town beginning March 1 but not in burlesque. Under the name of Bridget Hart, she will do one of the leads in the Chicago company of *Cry Havoc*, left about to play the Selwyn. . . . MYRNA DEAN is the current feature at the Rialto. On the bill with her are Connie Fionat, Paul West, Marge Leasing and Jan Mohr. . . . VERA ALLEN and Violet Strand are at the Gosh Club.

BILLY FITZGER, veteran bat straight, posts that he's in his third winter of burlesque in Mexico City and that he expects to return soon to the States.

PHILADELPHIA:

IZZY HIXIT taking a winter vacation in Florida. . . . BOB CARNEY back on the Hixit show with a new headliners. Dick Dana, Joe Ross, Betty DuVal, Grace O'Hara, Lou Pollos, Lillian Cairns and Bud Brynne. . . . HAL ARNOLD of the Sidars and Kaye dance team, confined here as a result of a leg injury. His partner continues with the show.

New York:

DANNY WHITE given another 20 weeks at the Iceland, which will up his playing time at that spot to two and a half years. . . . MURRAY LANE, after breaking in a comedy-singer turn here, off to the Yacht Club, Pittsburgh.

NAYA GRECIA is making her American night club debut at the Queen Mary week of February 22. She was a musical comedy and film name in Paris, London and Athens. Special material singer. . . . HARDY SPEAR, emcee who has played for a record year and a half at the Latin Quarter, Boston, has gone into the Lookout House, Covington, La., after a date at the El Morocco, Montreal. . . . VICTOR BOROR, radio comedian, opened last week at the Coplay, Boston, and goes into the Waldorf-Astoria, March 1. Marina, singer, on same W-A bill.

BERNICE CLAIRE is a new star with the Mon Play show. . . . WALTER LONG holds another week at the Copacabana. . . . PANGHO AND DIANE replaced Eric and Nora at the La Conga. . . . DIOSA COSTELLO had her options picked up at La Conga for an additional four weeks.

Chicago:

SAMMY WALSH and Consolo and Melba are set for an overseas USO tour. . . . HAZEL MANGHAN GIRLS (4) at the Star for a third time. . . . GINGER BEHNARD-ANGERS will return to the Club Royale, Detroit, after their current six weeks at the Latin Quarter here.

ACVA Victory Show Fest has been set back from Monday (22) to March 29 at the Sherman Hotel. . . . LENNY GALE will pick up a week at the Oriental, starting Friday (26), and the following week at Riverside, Milwaukee. . . . MAR-

TILLS AND MIGNON and Fay and Gordon have signed personal-management contracts with Frederick Bros., Artists' Corporation here.

Here and There:

DOROTHY BLAINE into the Nioclet, Minneapolis, February 20; a return date. . . . MUSIC HALL BOYS given two more weeks at the Brown Hotel, Louisville. . . . EDDIE (SUPERMAN) POLO, strongman tour, sold a \$1,000 War Bond to Jack Klueckmann, manager of the Ireton Club, East Liberty, Pa., when he played there recently. Promoted sale of bonds by pulling a truck in the streets with his hair. . . . DORIS AND CURLEY MACK booked by Pete Todice for the Palm Beach Cafe, Detroit. . . . GLEN HEALY back at Paris Inn, San Diego, California, with his dog act. . . . PHYLLIS LOVINE back at Moonlight Gardens, Sugaw, Mich.

PHIL BRITO, WLW tenor; Diane Barry and Curlos and Detores opened Monday (22) at the Feltio in Hotel Netherlands Plaza, Cincinnati, for two weeks, set by Howard Smith of GAC. . . . QUITSE, clown, set indefinitely at Brooklyn's Marble Bar, Rochester, N. Y. . . . SHIRP FIELDS and his ork head the new show which opened Friday (19) at Beverly Hills Country Club, Newport, Ky., reviving the spot's former name-band policy after four months with a local crew headed by Gardner Benedict. Other acts on the bill are the Chandra-Katy Dancers and Gautier's Steeplechase.

CRAIG MATHEWS, who has scored at the 21 Club, Baltimore, has left for the West Coast and is scheduled to return to the local niter.

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AFTER HOURS IDEA SPREADING

Daytime Features in Cocktail Spots Increase Biz, Managers Find; Popular in N. Y., Chicago

By JOE COHEN

NEW YORK, Feb. 26.—What may be a trend that will spread to competing spots has started at Rogers' Corner, where four additional units have been put on to start noon entertainment. This is the first time that any spot here has gone in with a heavy budget outfit for matinee performances. And it is the first time that any local eatery or cocktail lounge has started a five diet that early in the day.

According to Joe Rogers, operator, talent here represents an investment of \$5,000 weekly. He anticipates that it will pay off, as the first day's business represented a gain of 50 per cent. He expects bar business to increase about 20 per cent in a month.

The new daytime patrons, he said, represent night-shift workers and people with no place else to go. It is probable that the spot will catch many workers who seek a change from films.

Even before the additional talent outlay, Rogers' Corner was one of the biggest spenders on cocktail talent. It is one of the showplaces in New York, and during the time since its opening Christmas Eve, 1940, has built up the reputation as the palace of the cocktail lounges. Playing there represents an average for a unit.

Spot is shelling out heavy dough for individual acts and has had the heavily exploited Kern Kobblers and started the Adrian Rollini Trio this week, Frank Victor Quartet came in the same day.

Talent there now comprises the Stylates (3), Bob and the Twins (3), Meyer Davis Debutantes (5), Harold Gray, Solo-vox and piano; Eleanor Eden, pianist; Adams and Dell, piano and song team; Satx, Hollender and Sherr, instrumentalists. The Kern Kobblers hold forth in the Pan-American room.

This development, peculiar to New York, was expected to have its start in other defense towns or cities with large troop concentrations and where curfews are in effect.

Competing spots are carefully noting the progress of the matinee performance and may be forced to adopt a similar program. In fact, several offices are already talking to surrounding operators. Should there be matinee expansion, cocktail talent employment will rise sharply.

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ROSE BOWL
Chicago
Music Corp.

Peoria, Ill.
Direction: Frederick Bros.

GEORGE JULS

Sid Fisher and his

NEW YORKERS

Currently featured at the
BOOK-CADILLAC HOTEL
Detroit
Management: William Morris Agency

NEV SIMONS
RUSS GRANT

CHICAGO, Feb. 26.—Afternoon entertainment in cocktail lounges here is becoming increasingly popular, particularly in spots located in the Loop. Because of the many visitors in town, including servicemen, business is good from the early afternoon hours on, and the average patron remains at the bar or table longer than the attraction of entertainment.

The Garrick Lounge starts its full entertainment policy on its main floor early, using a four-piece outfit (right now it's the Asot Boys with June Price on vocals) and also uses daytime talent in the downstairs Down Beat Room. The next-door Blind Box has Don Sterling and His Dukes (4) every afternoon from 3 p.m. on and to encourage business until 7 p.m., special cocktails priced at 25 cents are served. Manager Ralph Mitchell says the idea is catching on fast.

Town Casino uses a piano player and singer afterwards, while the Dome and Penguin Lounge are using similar features.

Ramona Tops Bill In New Philly Spot

PHILADELPHIA, Feb. 26.—Morton Casway, interior decorator, opened the Musical Village, decorating it lavishly and uniquely with photo murals of symphony orchestras, miniature forests, landscapes, rock gardens, et al. and stored therein one of the most complete collections of classical records ever gathered in this city.

While it became the spa for the cultural and social set, demands started to crop up for the boogie-woogie and swing. The demands inspired Casway to build an addition, which he called Music Village Celebrity Bar. Instead of records, Casway decided to follow the live talent plan. Policy calls for names and Ramona, former Paul Whiteman soloist and orchestra leader, led off with the room's opening as a piano and vocal singer. Also on tap are the Three Musicians and pianist Wendell Mason.

COCKTAIL COMBO PROFILES

Sid Fisher
and His

NEW YORKERS



Sid Fisher and His New Yorkers are four veteran, versatile musicians who possess the requirements necessary to take a unit to the main class. They can play and sing, and make a youthful, clean appearance, offering many show arrangements and clever novelties.

Line-up includes Sid Fisher, guitarist; George Julia, accordionist; Nev Simons, sax and voice, and Russell Gherst, bass and featured soloist on the vibraphone.

The boys opened February 22 at the Book-Cadillac Hotel, Detroit.

Strit Gas Ration Rules Cut Peru Biz

PERU, Ill., Feb. 26.—The inroads in business made by gas rationing have forced Operator Frank Gregorich to cut the talent budget at the nearby Maple's Club here. Spot used to feature a strong four-piece unit in addition to an organist. New policy calls for an organist only, with a local unit added week-end.

Gas rationing board officials here have been checking up on B and C card holders whose cars have been parked outside the club. The car owners were reprimanded and warned not to repeat the offense of driving out of town for entertainment.

Chamales' \$300 Nut

CHICAGO, Feb. 26.—Tom Chamales opened his Green Mini cocktail lounge in the Loop last night with a talent nut totaling around \$300. Dick Barrie's six-piece band leads the line-up which also includes Joe Rondo (4), and two cocktail acts new in this area: Jerry Wilson and Luella Taylor, colored piano and vocal team, and Marye Klein, blond warbler.

McConkey Plans Chi Office

KANSAS CITY, Mo., Feb. 26.—Mack McConkey, head of the McConkey Orchestra Company here, has left on a two-week business trip thru the South. McConkey, who concentrates on the cocktail field, is planning to open a branch office in Chicago shortly after his return due to increased business in that area. He is currently negotiating with a Chi booker to represent him there.

LARRY LEVERENZ, piano-organ and voice, opens a run at Cannon's Lounge, Chicago, Tuesday (28). Set by CRA.

Off the Cuff

EAST: JERI MACAY's four-girl band has made two changes: Sylvia Walters, string bass, and Jennie Povel, piano, are new. Sully Setro, drums, remains. Miss Muzzy handles vocals and tenor sax.

ROY SMOCK is breaking in his unit at Stanley's, Paterson, N. J. . . . FOLLY STYLITES starts at the Monteleone Hotel, New Orleans, March 11. . . . RUDY VASCO DUO began Tuesday (26) at the Diamond Mirror, Newark, N. J. . . . ROSS SISTERS, together with the Al Bart Trio, are current at Murphy's, Trenton, N. J.

CAROL HORTON, singer, moved into the Music Box of the Copley Square Hotel, Boston, Sunday (21) as a single. She was previously canary for Bill Thompson Trio. . . . PRICE AND MAHEL are also new at that spot. . . . WILSON HUMBERT and BARBARA BARRY have resumed as a piano and song team and go into the Log Cabin, Utica, N. Y. March 1. Humbert was recently honorably discharged from the army. . . . JUDY LANG, who started at the Garden Lounge, Paterson, N. J., Friday (16) has signed a management contract with Danny Hollywood, of General Ambrosio Corporation. . . . PAUL REED, singer along with the Three Chocolatees, held over at the Queens Terrace, New York. . . . THREE DEBONAIRES are current at the Clover Club, Paterson.

FRIEDA HERMAN, accordion, piano and vocals, featured at Leon's Cocktail Lounge, newest musical bar in Philadelphia's downtown district. . . . JEAN HAMILTON, boogie-woogie pianist, first time in Philadelphia at the Tuxedo Bar with ANN RUBEEN's piano-vocals holding over. . . . HANK LAWSON and his Knights of the Road had their option

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In Demand Everywhere
The OWEN SISTERS
The Nation's Most Popular Girl Instrumental-Vocal Trio.

An Overlaid Sensation
DON SEAT
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Made over indefinitely at
ROOSEVELT HOTEL, Pittsburgh, Pa.

King of the Organ
Bill Thompson Trio
Carol Horton
(4 People)
Organ — Piano — Drums — Vocals

A Must on Your List
PAT TRAVERS
and Her Men About Town
3 Boys and a Girl
Vocal solo and quartet, plus excellent music.

For every spot—Macy is the
McKay!
JERI MACAY
and Her All-Girl Orchestra
(4 people)

JAY MARSHALL
PUNCH AND JUDY

Conducted by ELLIOTT GRENNARD—Communications to 1564 Broadway, New York City

AFM to Ask FRR for Declaration Like That Issued in Last War; Tooltlers Ready To Drop Horns

(Continued from page 4)

Rockwell, head of General Amusement Corporation, returned from Washington with a "yes and no" answer to questions about what goes with musicians. Rockwell was not on any official mission, but elicited several Washington sources and quoted only the information that the government probably was not going to say music is essential or essential.

CHICAGO, Feb. 26.—Band agencies have asked a hectic week-end to quiet the nerves and change the "I want to quit" attitudes of musicians who decided to give up the band field for the duration and go into war plants in accordance with the general order from Paul V. McNutt, of the War Man-Power Commission. Where their bands are set in location for the duration, some of the agencies are planning to work out a system whereby the boys can do some work in a plant during the daytime and pump instruments at night. Tommy Smythe, of the William Morris Agency band department, is not trying to work out such a plan for Nell Bonadus's orchestra, set at the Blackstone Hotel here until June. The boys have indicated that they are willing to take a crack at this double duty, anyway.

A number of sidemen with memberships in Local 10 have returned from road jobs in the last couple of weeks, preferring to do war work during the day and play at night, if possible, on week-ends. This development, incidentally, has brought into the music scene more boys than in a couple of years. One leader benefiting from it is Boyd Ruchman, set in the Box or in the Casino. He picked up several popular sidemen.

Argument on the part of the agencies that musicians so far have not yet been classified as non-essential is being made on deaf ears. Musicians are also accepting that the band industry as a whole is in a lull in establishing their status as essential. This seems to be the reaction when told by local band office book-

ers that Tommy Rockwell, head of General Amusement Corporation, and Jules Stein, president of Music Corporation of America, among others, have been in Washington this week conferring with "important officials" regarding the band field's position in the work-or-fight picture.

Charles Mason's orchestra, recently band working at the Broadmoor Hotel, Colorado Springs, Colo., has notified the William Morris Agency that it gave its notice and intends to give up for the duration and enter a war plant either in Colorado or in this area. Mason was hit earlier when Sun Valley closed as a resort for the duration. He has been a regular there for seasons.

Stan Kenyon indicated he may lose most of his men by April 1 when the initial work-or-fight order affecting the published non-deferable list goes into effect. Tony Hill, battling the same problem, is trying to line up a 4-P band. It is already better off than most bands, only about four of his men are in 4-A.

A few band bookers, who don't want to be quoted for obvious reasons, expressed the thought that the recent stand taken by James G. Petrillo, head of the American Federation of Musicians, during the Senate record-haul hearing will not help the situation. Petrillo then indicated that records have thrown thousands of men out of work. McGrath is looking high and wide for such men to put them into war plants.

Local agencies in the meantime, are furnishing their home offices with long lists of free dates played by their bands in service centers, army and navy bases, to add to the ammunition that will be needed for the expected battle in Washington.

Col. Record Studio Leader, Mort Palitz, Army Bound

NEW YORK, Feb. 26.—Mort Palitz, musical director at the Columbia recording studio here, expects to be in the army within the month.

Since August, when the Petrillo dike went into effect, Palitz has had to occupy his time playing jinx rummies with other idle studio staffers. With present negotiations indicating a break in the recording famine, it is doubtful whether Palitz will be around to beat off the first 1-2.

Puillharmonic To Strike Unless Firings Go To Arbitration Board

NEW YORK, Feb. 26.—Entire personnel of the New York Puillharmonic Orchestra has given notice thru the AFM that it will strike unless the Columbia record contract if an arbitration board is not set up to review dismissal of 14 members of the orchestra. Dismissals included Michel Piastro, concertmaster, and Carmen Plesig, chairman of the orchestra. The orchestra has been in the same position, contracts with all members would automatically be renewed for next season if the union and the orchestra agree. Notices within six weeks before this season's close.

The union's elected committee, has also announced specific provisions which must be included in new contracts before any new members will be accepted by the men. Primary demand is creation of a dismissed committee, similar to those already established in the two other major symphony orchestras in the Boston and Philadelphia. In the Boston case, committee would consist of nine men elected by the members. In the Philadelphia case, this committee are considered unjust by the board of trustees. If the dismissed and or committee demands a final reviewing body including one man appointed by dismissed committee, one

Soldiers' Songbags Packed

NEW YORK, Feb. 26.—A meeting to publish the West Coast songs to stimulate a singing army was held at Fred Warling's office here Wednesday. Warling heads the Warling Artists Consultants' Committee to the Special Service Division of the War Department, holding the final say on songs to be recorded under the distribution to the servicemen.

Committee is divided into East Coast and West Coast divisions, the East Coast group choosing 12 songs each month from which the West Coast group selects the final six, who will be distributed in pamphlet form, with one piano arrangement for every group of 50 men. The Special Service Division has also prepared a guide for army song leaders, which includes a discussion of techniques of formal and informal leadership, and appropriate types of songs to be distributed to servicemen.

The singing army campaign has not only been based on the "I'll sing you morale, but will also serve to strengthen relations with our allies. Songs will be sent to boys overseas where it is felt they will help develop friendly relations with native population in all corners of the world.

Committee's choice of songs is based on the reactions gotten from army camps. Members of the body were invited to come to the Warling Artists Consultants' Committee, and include Fred Warling, Jimmy Dorsey, Connie Boswell, Lanny Ross, Mark Warrner, Guy Lombardo, and Smith, Phil Spitalny and Ray Block in the East Coast division. West Coast group includes Bing Crosby, Tommy Dor-

sey, Rudy Vallee, Dinah Shore, Kay Kyser and the Andrews Sisters.

Group gets suggestions from the Special Service Division of the War Department, which has the final say on songs in close contact with the armed forces, but committee's choices are final. According to Warling, committee spokesmen, suggestions offered by these organizations have proven valuable, as in the case of one Guy Williams, one of the best and best selections. The song originated in England and gained popularity among British cadets, who started singing it on barracks on these shores. Song caught on with men in the armed forces, also it received little publicity here.

First group of songs will be ready for distribution next week, and include *This Is the Army*, *Mr. Jones*, *Mose It Over*, *Prize the Lord*, *I've Got Strepets*, *I Had the Craziest Dream and There Are Such Things*. Selections each month will include four times adaptable to marching rhythm and two ballads. Committee reports that virtually all publishers are co-operating by contributing rights on a non-exclusive basis without cost to the Special Service Division.

Moving was attended by Major Howard W. Smith, Captain Harry Salter, of the Special Service Division, in addition to East Coast committee members.

Victor Sues Col., Pecca in Red Seal

NEW YORK, Feb. 26.—RCA-Victor division of RCA Corporation of America has been seeking in U. S. Southern District Court here to enjoin Columbia Recording Corporation, Decca Recording Corporation and Times Appliances Company, local Columbia distributors, from using a red seal to identify falsified records. It was learned that the case, introduced before Judge John M. Woolsey's bench in early January, dates back as far as September, 1940, when the original complaint against the defendants was filed.

Victor's claim is that the red label has always been the identifying mark for the company's longhair waxes, and that hundreds of thousands of dollars have been spent over the years to promote its own Red Seal record. Complaints against Victor records are synonymous in the public mind, any outside use of a red-colored label is an infringement on Victor's property rights.

Consistent with Columbia's understanding to go beyond the use of a red-colored seal, Victor reportedly charging that Columbia's use of a red-colored label of classical albums is so similar to confuse the public. Victor is believed to have had investigators out in the field calling on record merchants and reportedly returning with testimony that dealers attempted to sell them Columbia records and waxes as a Victor Red Seal which was out of stock.

Agnes Decca Recording Corporation and the Columbia Company, in the caption, plaintiff similarly seeks an injunction to prevent use of a red label on classical disc waxes, and demands and recoup that Decca agreed to abide by a "cease and desist" order obtained versus (See *Columbia, Decca on page 25*)

Pnb Ransacker Nabbed

NEW YORK, Feb. 26.—Burglar who rifled the offices of Dorsey Bros' Music, Inc., two weeks ago was apprehended by the New York City Police and is being held on a \$10,000 bond. The two Dorsey representatives were present at a grand jury session during which the case of Dorsey Bros' Music, Inc. was reviewed. Sentence was not immediately passed, but it is expected that the penalty will be a year in prison for the first offense, committed while he was on parole.

Juke Box Fees Don't Figure in Canadian Rights

TORONTO, Feb. 26.—Approval of the copyright appeal board for a rate schedule to be charged by the Canadian Performing Rights Society and BMI Canada, Ltd., during 1943 was announced this week. Proposed license fee for coin music machines was deleted from the approved schedule.

Under the approved schedule the Society will collect \$129.80 from radio stations during the year, as compared with \$11,377 for 1942. BMI Canada, Ltd., will collect \$16,243 as against \$16,547 in 1942.

Radio receiving sets are licensed by the Canadian Radio Commission, each owner paying \$2.50 annually per unit. From each license fee the Society will receive 8 cents, BMI getting 1 cent.

At a hearing held December 17 last, Samuel Rogers, K. C., appearing for the Ontario Music Operators' Association, stated that distribution of fees on music boxes should be deferred until liability of the parties concerned was clarified in the case now before the Supreme Court of Canada. Charles M. Bigger, K. C., appearing for the Society, agreed.

The case grew out of the playing of certain musical works, said to be the property of Canadian Performing Rights Society, on a coin-operated juke box operated by Vincent Bros., Toronto, a member of the Ontario Music Operators' Association.

Old Pubs Are Corry Pubs

NEW YORK, Feb. 26.—Jerry Vogel, who has been in the music publishing house, is really straining his ingenuity thinking up publicity ideas for his pals. When he was working on *Giddap!*, Vogel sent along with the news release a packet of corn. To feed the horse? When a "stirring song" was heralded, Vogel came up with a wooden spoon. On another occasion he sent a miniature Heinz pickle. Of course, Vogel was not implying that his song was sour. Or that there were 57 similar songs.

Music Licensing Agencies Hit by Mass. Tax Bill

BOSTON, Feb. 26.—A bill has been filed in the State Legislature by the Messrs. Carroll, Lobel and Padden, of Boston, which will require the filing of the performance rights in music licensing and disposition of performance rights in copyrighted musical compositions will impose a tax on such sales and licenses.

Bill states that whoever sells or licenses the use of performance rights in any musical or dramatic composition which has been copyrighted under the laws of the United States must file with the secretary of the state a copy of each contract and such copy shall be open for public inspection. If the contract does not state the charge for the performance of the work on a schedule of prices charged for the performing rights must be included.

In addition, for the purpose of selling or licensing the performing rights, a tax equal to 10 per cent of the gross receipts of all acts is payable to the Comptroller General of the State Taxation on or before May 15 of each year.

"CIO" Musiker An AFM Member

NEW YORK, Feb. 26.—Several disk firms here, reportedly including the major companies, have been offered the services of "CIO musicians." Undoubtedly it was Harry Tucker, local AFM member, who contacted the was firms, claiming he is organizing a CIO musicians' local here and offering to embrace the unaffiliated New York Federation of Musicians.

Tucker was suspended from the AFM when he violated a contract on a Florida engagement but was recently reinstated in the local. He has summoned him for questioning before his Trial Board Thursday (25).

Tucker's organization has apparently made inroads with the Commercial Record Company, which has been sending notices to dealers to purchase new releases made by "CIO musicians."

Manners To Front, Fiancee To Manage Mel Marvin's Band

DETROIT, Feb. 26.—Mel Marvin was introduced into the army last week, and he has been ordered by Benj. H. Sillars, Marvin's fiancée. She has several years' band experience and was formerly press agent for Vincent Lopez, Current Glenn and other recent recording handling Grand Terrace Ballroom here.

Outfit will be known as Mickey Monahan and his band. Sillars will be in charge of Sillars functioning as manager and press agent. Stan Zucker agency will book.

Sillars took over from formerly Saturday (13) when the band closed at the Club Hollywood, Kalamazoo, Mich., to book up its air time in nature of a break for Sherwood, who was left without a location when the Glen Iland Casino closed recently.

Sherwood for Roseland

NEW YORK, Feb. 26.—Bobby Sherwood goes into Roseland Ballroom here March 10 for eight weeks. This Broadway spot booked him at its air time in nature of a break for Sherwood, who was left without a location when the Glen Iland Casino closed recently.

Exec Board Declines To Change Employee Contract Form; 25¢ Fuss To Be Settled in Congress

NEW YORK, Feb. 26.—Putting a final thumb on all Form B contract conversations, the National Federation of Musicians here announce that the contract definitely will not be changed. Executives of the union, who by one or many ends all hopes orklets, bookers or personal managers may have held of getting the union to remove the "employee" tag from master.

Meanwhile a new factor that might alter many of its conditions leading to the danger for a Form B allegation presented itself in the form of President Roosevelt's latest proposal to Congress. Roosevelt is asking that income from all sources be limited to no more than \$25,000 a year per single person, \$50,000 for married couples. The request, if it becomes law, would answer the questions that have been bothering masters.

Roosevelt's request, as well as anti-New Deal legislation being proposed, eliminates the need for the "independent contractor" status. Those congressmen who disapprove of the previous 25¢ executive order are suggesting tax limitations which would also allow for larger "contract" rates. Those, however, would cover all classes of work and give no special attractiveness to the "contractor" status.

Since masters have claimed that their principal objection to the 25¢ rule was that they'd either have to work for less or else stop working when their earnings reached the ceiling, they can now be sure the new law would not encourage people to make as much money as possible, but they'd have to

pay 100 per cent tax on all net revenue over \$50,000 (if married). This would allow the masters to make as much more than he could earn under the old order, and after exceeding its ceiling, if he still wished to keep his name before the public, he could continue working and turn over the dough to Uncle Sam instead of giving the theater or hotel management free services.

Possible added benefits can be found in Roosevelt's full message to Congress in which he also says that "If the Congress does not approve the recommendation . . . that a flat 100 per cent surtax be imposed on excess incomes then I hope the Congress will provide a minimum tax of 50 per cent with steeply graduated rates as high as 90 per cent."

Way it looks now, masters have only to sit tight and see how much of Roosevelt's plan is accepted by Congress and how much of its own calling—elasticity Congress will push thru. Now, of course, talked-about band and money committees working for a change in Form B will probably dissolve.

As for shaping, master stand to fare better in the matter of salary limitations no matter who changes the law. If Roosevelt's plan is accepted in toto, it would mean that masters would be able to make as much as they wished, but they'd have to pay 100 per cent tax on anything over \$50,000. If Congress turns down the President completely and puts thru its own legislation, the ceiling is lessened that limitations will be even less severe.

orders, they've got to look ahead when they get an act. They've got to hold on to their buying public, they've got to keep the buying public coming back and that's what the act's new. Once the customers stop coming the record companies can close up shop.

And there is always one condition to work in what will happen on the "Hit" records released by Bill Chasler, the new owner of the company. Apparently experiencing no difficulty in securing masters of current plug tunes, Chasler's records have been selling well in retail, chain and department stores here in the East. Many of them have taken occasion to advertise the fact that "Hit" records bearing the newest titles are available on their counters.

The extent of the success Chasler has had with his releases caused a number of managers to be publishing the fact that they were "bootleg" records. The success Chasler has been having with the "bootlegged" products also has some of the disk outfit pulling their hair.

One of the mysteries connected with AFM's new proposal is the lack of interest in revenue to be derived from record sources. All kinds of rumors are going around that the AFM is anxious to suggest that the musicians' union and radio have made a "deal." If the deal is made, it would mean that the radio (of which "C" is for Casner) was the highlight) weren't so fresh in the minds of managers, and the amount of radio work annually taken away from musicians by broadcasts of recorded music would be so well known a "deal" might be less fantastic.

Among the more hardbitten, it is thought the AFM plan is to knock off one opponent at a time, instead of taking on the hole caboodle at once. The AFM has a number of unlimited resources at its disposal. AFM is aware of it and has doubtfully considered the possibility of a "deal" with the radio at this moment with the other moguls.

The same may be said of the AFM's new proposal to change the contract. The musicians asked in their original proposal that "The Federation shall receive annually for each juke box used, a sum of money to be agreed upon by negotiation."

Just what is expected to pay the juke box for each juke box used? It has not been

Ceiling Zero

NEW YORK, Feb. 26.—Duke Bellington has RCA-Victor tied up in titular deals. A well-known master has a title for Victor and the latter made plans. So Bellington went ahead and "bought" the title. Victor's *Shifter's Swing*, on a later radio program. Tune, of course, was *Altitude*. He changed plans. Thereupon Bellington went to the latter's office at Boston Symphony Hall, on *Browning a Square*. Yep, it was *Altitude*. Bellington is wondering whether he should approve of the Duke's *Altitude*, cops, attitude.

Publishing Is Expected To Be Called Essential

NEW YORK, Feb. 26.—Word is going around here that the music publishing business is considered by government officials to be essential to the war effort. One publisher claims that authoritative sources in Washington have assured him WPB heads are convinced of the importance of music plays to the war effort. John O'Connor, publisher, ASCAP board member and general counsel in the industry, is reported to have visited government agencies in Washington last week to get an official interpretation of the status of music publishing, but he's offering no additional information. He maintains, however, that publishers will hold the same valuable publishing position in this war that they held in the last.

Another publisher insists he has extensive correspondence from department heads in the War Relocation and Training corps which clearly indicates that morale officers are keenly aware of the value of new music to bolster the spirits of fighting men.

This general recognition of music publishing industry as essential is no indication that WMG rulings will make exceptions. What will happen on the "Hit" records released by Bill Chasler, the new owner of the company. Apparently experiencing no difficulty in securing masters of current plug tunes, Chasler's records have been selling well in retail, chain and department stores here in the East. Many of them have taken occasion to advertise the fact that "Hit" records bearing the newest titles are available on their counters.

Dick Barrie Starts Band

CHICAGO, Feb. 26.—Dick Barrie, veteran band leader who has been working as a sideman for the last couple of years, has organized a six-piece outfit and opened at the Green Mill in the Loop last night (19). He is using Ted Phillips, bass and arranger, as a sideman, who will take over the group should Barrie go into service. Phillips recently returned from the War Relocation and Training corps where he was a maestro gave up as leader. Ralph Williams, a former lead himself who recently returned from the War Relocation and Training corps as agent, set the deal.

Lopez for Worcester Dates

WORCESTER, Mass., Feb. 26.—Vincent Lopez stops out of Hotel Tux, New York, to play a concert and dance for the Norton Company war plant here next Monday and Thursday (25-26). Lopez, who occasionally plays one or two outside nights for private parties, is a Tuff regular and remains there indefinitely.

made clear by the Federation. Whether it intends to collect the fees directly from the box owners or indirectly from record manufacturers who will tack the fee on the price of the records, it is up to machine ops, remains a moot point.

One of the record companies' spokesmen answered questions by saying that it is a little different now that the collection is made, the juke-boxes will have to pay his share in the long run. A spokesman for the juke-boxes said money so that we may record, we'll have to pass that cost along somehow. Everyone in this will have to pay his share."

Engineering Records AND Sheet Music

Your Lucky Strike

Continuing in last week's vein, we discuss the Lucky Strike, the all-time *Hit Parade* show on the NBC network. Friday nights, is bound to stir up customer interest in recordings of old tunes. Those retailers who have benefited by tie-ins with the regular *Hit Parade* broadcast know what the radio plugs mean to disk sales.

The smart dealer will cut thru his stocks—what's left of them—and if he has copies of old hits to be programmed into the time now to do a selling job. For this week, by way of example, you can look on the following songs which Lucky Strike will air Friday (25): *It Never Sailed Never Again, The Foolish Things Remind Me of You, A Pocketful of Dreams, Deep in the Heart of Texas*, *My Love, My Love, Three Little Words and Alimony Bound*.

Blood for Uncle Sam

Plenty of times we've heard retailers bemoan about manufacturers as follows: "What do they want, blood?" Well, this is one time blood is really wanted. The National Recording Corporation of the Columbia Recording Corporation is organizing a raising a special appeal to

NAMM Helps Dealers To Sell To War Factories

NEW YORK, Feb. 26.—National Association of Music Merchants, Inc., is turning up its companies to help dealers sell recording systems and records in war factories.

According to NAMM, the dealer is in the first position to sell music to defense plants because he knows all the musical values involved. He can best advise a factory on how to obtain the best all-around results. NAMM points out that several factories already have found it profitable to turn over music responsibilities completely to a competent dealer.

Association advises following methods of procedure be utilized by dealers with opportunities to enlist war-plant customers.

"Dealers should have a qualified sound engineer who can visit the plants and make surveys of noise levels, number of square feet in plants and estimate all other requirements for sound-system installations. A noise level meter is necessary for this work. If the dealer is not in possession of one, it is suggested he contact engineering departments of universities or consulting or electrical engineers. Same rule holds true if dealer has to employ sound engineer."

"Dealer must also employ a good salesman to develop and co-ordinate technical and musical information for factories. This is all planned work and each individual dealer will have to work out, thru experimentation and study, his own best method of procedure."

It is also suggested that the dealer appoint someone qualified to work out suitable selections and programs of recorded music and the factories. This music must meet the factory's individual needs, association status, or it defeats its own purpose.

NAMM also feels that music dealers should have a hand in providing the right programs of recorded music for factories. It declares: "They should also see the opportunities of developing a good record business, not only with the factories but also with the factory workers in their homes. This music heard on the job is the music workers want to hear at home plus other music which later can be sold to music dealers in introduction to them."

According to NAMM the public relations department of war plants are often receptive to business-wise dealers who can shoulder recreational problems the public relation staff normally would have to handle alone.

all disk dealers to get in touch with their nearest blood bank immediately so that the music can never complain of anemia.

Times Appliance Company, Columbia district, distributed the special 100 per cent off all employees going up to a Red Cross center on mass last week.

Dream Crazy

Customers are trying everything to get Harry James's waxing of *Craziest Dream*. One customer asked for the following reasons: *It Started All Over Again, Big, Big, Big, Saturday Night and Now He and My Gal*. Just as the dealer was closing the sale, customer asked for *Craziest Dream* and the dealer told him a good customer he'd sell a copy. "Well," shyed said the patron, "I haven't enough money for all five, but I'll just take the James's disk and come back for the rest." P.S.—No sale.

Used Records

Columbia Novelty Shop in New York buys up used records of top tunes that are unobtainable as new disks. They are sold to customers as glad to get the worn platters since new ones are so hard to get. Dealer sells used disks at 21 cents and 29 cents.

Dumping

Next to the guy who won't sell small disks under the customer swears he'll bring in scrap regularly, one of the business-wisest dealers is the Midwest—where two unloads slow-moving tunes by making up albums containing one and three mixes. Schone works out first especially since record firms are more than willing to peddle those empty-plaque albums which the retailer can fill in as he likes.

The Colony System

Other dealers have too many customers and not enough records, but with the Colony System in New York, it's just the other way around. Colony, which operates under a chain-buying system, has plenty of merchandise and carries a full line of the biggest hits. Seema that whenever the store runs low the central office fills in the out-of-stock-only reserve.

Bundles From Britain

Princes of Royal Air Force and Royal Navy—both in Canada and New Zealand—has stimulated sales of British sheet music and records in that territory. To meet demand, many disk dealers have put in standing orders for British releases, while others have enlarged their stock of Welsh and Scottish numbers as well.

Resourcesfulness

Resourceful dealers can pin the medal of their society to Joe Devine, manager of the Broadway Music Shop in New York. Late one Saturday night a customer entered David's store and said he needed a certain record. "Wouldn't go home without it. But he didn't know the name of the record, or the artist or even whether it was a classical or pop disk. All he knew was that one night he had heard the waxing on the Music You Must Hear program over the NBC network. David promptly called the network and got a list of tunes played on the program that given night. Then without mentioning a word to the customer, David started to play recordings of each selection. Luckily, the first one was it. The customer's face was just what the customer was looking for."

Stork Hovers Over Victor

CAMDEN, N. J., Feb. 26.—With a full moon hovering because of the Petritto wax freeze, platter creaks at RCA-Victor here seemingly have occupied their artists with a "stork swoop-stake." Jack L. Hallstrom, assistant sales manager for the record division, has just booked the first of a series of his second, Steven H. Storker, in charge of the popular records division, expects a first visit from the stork momentarily. Jack M. Williams, RCA-Victor's advertising and promotion chief, is getting ready for the beaked bird to deliver its third "bundle" as his household next month.

Columbia, Decca Battle Victor Claim to Exclusive Red Label

(Continued from page 20)

eral years ago from the Federal Trade Commission. Since then, Victor claims, Decca returned to the use of a red label. With over 5,000 items of testimony already recorded in the court minutes, defense attorneys told a *Billboard* reporter that the basic issue at question, so far as they could see, was the right of Victor to now claim the color "red" as its own when between 1930 and 1936 alone over 100,000 Columbia disks with red labels had been marketed. They predicted that the case which has dragged on since January 4 would continue for at least another eight weeks considering the amount of detail yet to be thrashed over.

Plaintiff's line during the trial has been to try to establish, of course, that "red" is virtually a Victor trademark in the classical disk field. Over 270 pieces of evidence have been introduced by both sides with stacks to go, judging by the disk albums appearing on counsel tables.

On Thursday of testimony, Thursday (18), turned up a list of record labels that the trade currently may find hard to recall. Before a defense witness (head of the long-defunct Grey Gull company in Boston, which pressed its own as well as other firms' recordings) a parade of disks took place with the plaintiff's attorney apparently seeking to establish that few of these, or at least no important ones, possessed red labels. Defense attorneys had attempted to show, it seemed, that the "red seal" had been common property for many years back. In the course of questioning, witness was asked about Domino, Paramount, Harmony, Perfect, Comet, Orion, Romeo, Cameo, Odeon, Pathe, Jewel, Regal, Welles and Banner disks.

Handling the case for Victor are attorneys C. Cooper, J. H. Rogers and L. D. Tugart. Representing Columbia Recording Corporation are M. Freund, W. H. Taylor and J. T. Parley, while R. Olcott is serving as counsel for Times Appliance Company and M. Diamond for Decca Records.

According to Victor officials in Camden, N. J., primary reason for bringing the suit in court was to avoid unfair trade practices and eliminate confusion in the

mind of the classical record-buying public. A Columbia exec in New York expressed his conviction that the issue was a piddling one.

Victor Publicist Shifts

CAMDEN, N. J., Feb. 20.—Mary Hartigan, in charge of the record reviewers' service for RCA-Victor here and former New York contact for the war firm, left this week for Chicago. She will handle the warwork's publicity chores in the Windy City.

The Week's Records

(Released February 22
Thru March 1)

POPULAR:

Kyser, Kay—Columbia 36671
A Touch of Texas
Soft Hearted
Valley, Rudy—Victor 120-1526
As Time Goes By
Shaw, Artie
Two-In-One Blues

HILLBILLY AND RACE:

Christine and the Rangers—Decca 6081
Pocahontas Valley
Red Fox
Wheatstraw, Peetie—Decca 7904
Southern Girl Blues
Week, Gene
Easi-Hearted Woman Blues

ALBUM:

Strawn Wallace—Decca A-339
Cavaliers, Carmen
Blue Danube
Tales From the Vienna Woods
Viennese Life
Artist's Life
Emperor Waltz
Serenade
Voices of Spring
You and You

More Popular Than Ever!

LOU MARTIN
and HIS ORCHESTRA

Going 8th consecutive
Big-1 year!

at LEON & EDDIE'S N. Y.

Mgt.: LOU MARTIN ORK., INC., 33 W. 52nd Street, New York

Get on the Bandwagon and Ride While

"IOE-SEE-FUS JONES"

Slides into first place as America's No. 1 swing novelty.

Composed by Harry Ward Beecher.

Featured by: ★ Woody Herman ★ Count Basie ★ Stan Kenton
★ Gracie Barrie ★ King Sisters ★ Andrews Sisters

Special Dance Arrangement—75c (Vocal Trio Included)

MARS MUSIC PUBLICATIONS

306 S. Wabash Ave.
Kimball Bldg., Chicago

ALBERS—Walter Lee, Baltimore theater owner, recently in that city. At one time he operated the Bathing Beauty Academy and Highland Ardmore theaters in Baltimore.

ALLEN—William, stock actor, a native of Albany, N. Y., recently in Chicago. He was a member of the Lyle-Vall Hall Stock which played extended engagements at the Lyle Theater, Highland, Albany, N. Y. He continued to appear with Bert Lytell and accompanied him to Hollywood and also to Honolulu. Survived by a daughter, Mrs. W. W. Allen, at the John W. Brause & Sons parlors, Albany.

ALLEN—Walter H., 30, Radio-Victor executive, February 9 at the offices of the company in Camden, N. J., of a cerebral stroke. Before joining RCA in New York he was in charge of operations at Station WGY, Schenectady, N. Y. Survived by his wife, Eleanor, and a son, Services February 11 in Haddonfield, N. J.

BENNETT—Charles J., 52, movie actor, in North Hollywood, Calif., February 13, of a cerebral stroke. Survived by his widow, Mrs. Dorothy Eileen Bennett; a son, Charles M., flight officer in the glider and two brothers, Arthur, of Australia, and Norman, with RKO studios.

BENNETT—Henry, 70, French drama critic, whose commentaries were a feature of *Temps* and *Journal des Debats*, recently in New York. He was also author of a millitary history of the French Revolution.

BURT—Bertha H., 68, veteran stock actress, recently in Denver. Survived by her two sons, a daughter, Mrs. Nellie Burt, who recently completed a road tour in *Life With Father*.

CAPMAN—Mrs. Mary, February 2 in New York. Survived by two sons, one of whom is now in show business. She also leaves a daughter.

CLIPTON—Ann (Anna Haxley), 61, vaude performer until her retirement because of bad health five years ago, February 17 in New York. She was the widow of William Haxley, theater manager. Survived by her sister and two brothers.

CLIPTON—Hilda Light, 53, vaude accompanist for her husband, Herbert Light, of Kansas City, Mo., died. Besides her husband, she is survived by her son and daughter. Burial in Episcopate cemetery, New York.

COWAN—Thomas Morton, 55, professor of music and former vaude actor, February 16 in Joliet, Que. He conducted the orchestra for the Montreal variety years, quitting it to enter vaudeville. He toured with Lieutenant Gills-Rice's circus, and was known in Canada and Europe. He was also known for his renditions of Irish songs. Survived by his father and brother.

COWAN—Ethel, 55, former vaude electrician at the Lyric Theater, Cincinnati, February 15 in that city. He also had a vaude career with the Lyric and the old Keith Theater, the Zoo Opera and the old Heuck's Opera House, Cincinnati. At one time he was with William Bros. Circus. Survived by widow, Internment in Spring Grove Cemetery, Cincinnati, February 18.

CRANE—Thomas L., 78, retired radio violinist, February 15 in Belmont Hospital, Chicago, from effects of smoke when his home caught fire. Survived by his wife, four sons and three daughters.

DIBBLE—John Piere, 88, pioneer motion picture exhibitor, February 15 in New York.

DORING—George B., stage manager of the old Hinnes Opera House, Park City, and Smith's Theater, Bridgeport, Conn.,

Ben Williams

Ben Williams, 60, owner of the Ben Williams Shows and active in outdoor show business since 30 years ago, died February 17 in St. John's Hospital, Long Island City, N. Y., after an illness of several months. Born in New York City, Ben Williams entered the business in Maine and in the Maritime provinces, playing key parts in those areas and in the states of New York and around New York.

Altho his organization never grew to large proportions, Williams was well known in the show business with his rides and concessions. Associated with him in the Williams Standard Shows were the famous "Big Kid" comedians and Joe Hughes, of the George A. Hamid Office. Williams was a member of the National Showmen's Association, Shrine Temple, Order of America and Masonic orders. Two daughter survive. Interment in Sydney, N. S.

February 8 in that city. Survived by his widow, three sons, two daughters and two grandchildren.

DURANTE—Jeanne, 55, wife of Jimmy Durante, died at family residence in Los Angeles February 14 of a heart ailment. She had been in poor health for several years. During the last few years on a personal appearance tour, left for the Coast when notified of his wife's death. Durante was born in Toledo and formerly was a singer. Services in Pasadena, Calif., February 16. In addition to her husband, she leaves her son, Jimmy, and a daughter.

EIRENTRAUT—Walter, 73, retired hotel manager, February 15 in Miami. At one time he managed the Carlton House, New York; Grand Hotel, Paris, and St. Ermin's Hotel, London.

FOGLE—Sheila A., 52, former general agent for Ben Martin's radio shows and one-time park operator at Clarkburg, Va., drowned while at work at the Alabama State Fair, Clarkburg, Va. At one time he was widely known in promotion work in Iowa. Survived by his widow and a brother. Burial in Miami, Fla.

GILLILAND—Helen (Franklin), singer, lost at sea when her ship sailing from New York to England, the *Albatross*, Franklin, was rescued. She is remembered for her parts in musical comedies in London and New York.

GLOTT—Helen Ruth, wife of O. H. Glott, mad show operator, February 13 in a Fort Worth hospital after an operation. Survived by her husband, a son and a daughter.

GOULET—Albert M. (Jake), 63, in a plunge from the 11th story of a Cincinnati building, February 13. At one time he was an adjuster with the Hagenbeck-Wallace Circus. Survived by widow, and brothers, Louis, Gabriel and Emile, died in Cleveland, Ohio, and John, in St. John Cemetery, Covington, Ky., February 22.

HARRIS—Victor, 73, composer and conductor of the St. Cecilia Club from 1902 to his retirement in 1936, February 15 in New York. Harris had been a conductor of the orchestra for the Metropolitan Opera since 1902 as assistant conductor to Anton Seidl of the Metropolitan Opera. He composed *Les Femmes de Gardon* and composed choral works and other works. Survived by his widow, two daughters and two sons.

HUDSON—Ethel LeRoy de Koven, 57, daughter of the late Reginald de Koven, noted composer, February 13 at her home in New York. Survived by her husband, two sons and mother.

JACKSON—William G., 69, retired cork holder and vaude performer, died at St. Joseph's Hospital, Patesburg, Pa. L. I. N. Y. Leaves a wife and brother.

JOHNSON—Mrs. Frances A., 101, grandmother of Nat and Claudette Johnson, movie actors, at her home in Hollywood February 15. Services at Little Church of the West, Hollywood, and Memorial Park, Glendale, Calif., February 17. Cremation followed.

KASNER—Henry F., 63, radio engineer and actor, died at the King-Pollock Corp. of America for more than 30 years. February 13 in Jewish Hospital, Brooklyn. Survived by his wife, Mrs. Anna.

KUHLMA—Edward, 60, former theater manager, February 10 in Hamilton, O. He had made his Broadway debut in *Angel* and *George Bernard Shaw's* comedies. Survived by his widow, two sons and a daughter.

LOULIS—James, 42, concessionaire for many years with Western States, Dodson

World's Fair, Town's United, Ziegler United, Miller Bros. and Almas Exposition shows, February 2 in San Antonio. His widow, Helen; son, Bobby Carrot; two daughters, both actresses. Services in San Antonio February 4.

McKORRINE—H. P. (Spick), 40, trombone player in the Royal Canadian Mounted Police, February 10 of a heart attack in his hotel room in Oklahoma City. His home was in America, S. D. He was formerly a member of the Ringling circus band.

MATTHEWS—Thomas, 78, for many years a vaudeville comedian in Boston in Ottawa, died here in that city.

MEINCH—William C., 60, active in Coney Island amusement affairs, February 11 at Mendocino Hospital, Santa Fe, N. M. He had been president of the Coney Island Chamber of Commerce for two years and president of the Coney Island Curatorial Company. Survived by his sons, William Jr., who was in business with him, and Harry, who operated the "Big Top" at Coney Island, Burial in Philadelphia.

MOORE—Albert B., 47, show electrician, February 13 at Jefferson Davis Hospital, Houston. Survived by his widow. Burial in South Park Cemetery, Houston.

NELSON—Robert E., 46, former vaude actor, February 14 in Roosevelt Hospital, New York City. He had suffered during a reception following his wedding. He had been a novelty dancer and monologist, having played the Keith and Pantinos circuits. During the last war he appeared in productions staged overseas by the 27th Division, including *How to Succeed in Real Estate Without Really Doing It*. Survived by his widow and a brother.

NELSON—Arthur E. (Addy), outdoor comedian, served at Army and Navy Hospital, Fort Springs. Survived by his widow and sister.

O'CONNOR—Jere, 48, Station KPWR radio announcer, died in Hollywood following a long illness. Services in Hollywood February 16. He leaves his wife and two sons.

ORNER—Perry, 78, shooting gallery operator with the old Meyerhoff, Boyd & Lindemann, Bernard, World of Mirch and the World of Wonder, died in Key West, Fla., where he had operated a gallery for several years. Survived by a brother, George, Services and burial in Rochelle, Ill.

PERRY—Ralph, 87, organist of Agawam, Mass., February 9 at his home in New York. Survived by his widow and a daughter.

PREEZE—James, 50, projectionist in Newport, R. I., theaters, suddenly at his home in that city February 14.

PRICE—Leatrice, 78, songwriter and pianist, February 12 at his home in Philadelphia. He was best known for a number of songs written for children. He retired in 1933.

PUGH—Mrs. Julia (Mam), 41, wife of George (Slim) Pugh, February 10 at the office of a brother in Van Wert, O., after a long illness. Survived by her husband. She had been ill two weeks at her home in Mendon, O. She and her husband owned the Pugh Bros. Radio Co., a Gooding Amusement Company the past seven years. Previously they had been with W. G. Wade, Buckeye State, Mabel Weir, W. G. Wade, Buckeye State, Gold Medal, Decker and Grant White and the White Bros. and the White Bros. and two brothers, O. W. Putnam, Van Wert, and A. R. Putnam, Antwerp, O., and two sisters, Mrs. J. Peters, De.

Lynne Overman

Lynne Overman, 55, character actor and comedian of stage and screen, died at the Ritz Hotel, San Francisco, Calif., of a heart ailment after a brief illness. One of filmdom's most versatile comedians, she was a former trouper, dance hall singer, vaude headliner and Broadway actor before coming to the screen.

Since then he had played character parts in more than 50 pictures, including *My Darling Clementine*, *Reap the Wild Wind*, *Northwest Mounted Police*, *Union Pacific* and *The Forest Rangers*.

Survived by his widow, Emily Overman, a former *Ziegfeld Follies* girl. Services February 22 in Santa Monica.

troit, and Mrs. L. O. Garrison, Van Wert. Services February 12 in Van Wert, with interment in IOOF Cemetery, Conroy, O. **RADKE**—Theodore, 62, actor, died at Fredrick Radel Jr., chief of staff at Low-Globe Theater, Bridgeport, Conn., February 12 in that city. Survived by his widow and two sons. Burial in Lakewood Cemetery, Bridgeport.

ROTH—Arthur, 55, father of Lillian Roth, actress, died at his home in Boston. Survived by his widow and two sons.

SESELY—James L., 76, character actor who began his stage career in the late 1800's, February 13 at his home in New York City. He was a well-known barnstormer for many years. Seesley made his first New York appearance about 1902. He was also associated with the *Brooklyn Dodgers* and played a number of years. Some of the plays in which he appeared in New York were *The Women*, *My Lion and the Mouse*, *The Little Red Dress*, *Dinner at Eight* and *The Prisoner of Zenda*. His last appearance was in *My Darling Clementine*, the part of the appeasement-minded of men in Elmer Rice's *Flight to the West*. Seesley was born in Rushville, Ill., and his last home was the age of 17 with a repertoire show.

SILVERT—Edwin, 74, motion picture theater owner, builder and operator, February 12 in Nashville, Pa.

SINGER—Dolph (Adolph), 42, author and lyric songwriter, last December in New York. Singer worked for Harry Von Tilke, who composed his songs, and was member of ASCAP. Survived by mother, sister and brother.

SPITZER—Joseph, property man at the New York City Theater, died in Philadelphia, February 13 at University Hospital, Philadelphia, after a short illness.

STIFFEL—Mme. Adelle Lewing, 82, concert pianist and composer of the *Song Without Words*, February 17 in New York. She was born in Germany and studied at Leipzig Conservatory.

STIMBLE—Frank, 60, tentmaker with the Ringling circus for 20 years, February 9 in New York City. Burial in Detroit. Survived by two sons, Frank Jr. and Rodi, and a sister, Mrs. Clara Stimple, all in New York.

TOWNSEND—Richard, 38, Boardwalk amusement operator at Ocean City, N. J., fatally injured February 11 while engaged in the construction work of the United States. Survived by his widow, Mary, and his mother.

VAN DOVER—Fred, 35, the *Tom* of radio comedy team of *Tom, Dick and Harry*, February 9 in New York. He was WGN, Chicago, shortly before he was scheduled to go on the air. The death of Dover was a great blow to the team, together since 1929. Survived by his widow, the former Marge DeWorth, dancer.

WATKINSON—Johnny, 98, a performer for 90 years, recently in Bournemouth, England. He was a clown and backstabber (in circus) and for many years presented an act with performing dogs.

WEITZENKORN—Louis K., 40, editor and playwright, from burns and suffocation in Williamsburg, Pa. He was best known as author of *Pie-Air Mail*, his other plays were *First Mortgage*, *Two Girls in a Room*, *My Darling Clementine*, *Name Your Poison* and *The Burger Strike*. He also was a scenario writer in Hollywood. At the time of his death he was readying play for Broadway production this spring. He was editor of *New York Mirror* and *New York Herald Tribune* papers in New York. Private services February 16 with burial in Jewish Cemetery, Long Island. He was survived by his widow, the late Lillian Liechman, former Viennese actress; two sons, Joseph and William, and a sister, Mrs. Mortimer Weitzenkorn.

WHILEY—Helen, 55, member of the faculty of the Juillard School of Music, New York, February 12 in New York. She was a widow in the New York apartment of her brother-in-law, Charles D. Hillen, former Republican congressman and chairman. Survived by Mrs. Hillen, her half-sister.

WILCOX—Theodore A., 80, founder and president of WTAM, Cleveland, February 2 in Beverly Hills, Calif. Burial in Los Angeles, Calif. Survived by widow and sister.

Baths

Twin boys, Donald Lynn and Bela Lee, of the *Brooklyn Dodgers*, born in New York in 1916, were christened January 16 in Woodlawn Hospital, Brooklyn, Ind. Father is the Great Gratzian, high-pole performer.

(A. C. To M. M. Mrs. Art Rusch at See BIRTHS on page 43)

SUPPLIES 16mm 35mm EQUIPMENT

Conducted by I. B. KOFF — Communications to 1564 Broadway, New York City.

Training Pix for War Plants
Lucrative Field for Roadshows

DETROIT, Feb. 26.—Many roadshowmen have been earning good money by showing films in war plants for the workers' recreation. A lucrative but rather undeveloped field to date for roadshowmen is the exhibition of films that will teach war workers how to handle certain tools and how to train themselves for better wartime jobs. These showings frequently can be given in the war plants during the workers' dinner hours and after the shifts have changed.

Aids Efficiency

It is important today that unskilled labor be efficiently trained as quickly as possible to meet the ever-increasing demands for production. The War Man Power Commission's chief of "war work or fight" will soon send many more unskilled workers into war plants. Aside from the training courses and practical experience given to these men, good motion pictures will aid in explaining their new work more quickly. Leaders of industry have found that a film-training program provides the best method of teaching work processes to new employees and of teaching routine improvements in work procedure to skilled workers. The power of 16mm. films to train men in the armed forces has already been acknowledged by government and army officials.

The aim of all project leaders is to simplify the workers' job so that the maximum of output can be secured with a minimum of effort. These processes are best taught by motion pictures. A film record can be made of each operation required by a certain job, and the film

can be studied for detection of waste motion. The process can be improved and a new film made of the new method. When the "before and after" pictures are shown to the workers it is an easy matter to point out to them which is the better system. Roadshowmen can earn extra cash by arranging with plant officials to make these pictures of workers in action and then arrange the screenings.

Many Films Made

In addition, several film companies have already made excellent pictures for use in war industry training. Included in the list are films on the following subjects: Precision measurement, engine lube, milling machine, vertical boring mill, shaper, radial drill, vertical drill, bench work, action, use and care of single point cutting tools and shipbuilding skills.

As one contribution to the war effort, the United States Office of Education has launched a program of film production to assist industries in training the millions of new workers and in improving the skill of those already employed.

These films have met with enthusiastic acceptance everywhere and their sale has surpassed all figures ever attained by educational films before. Plants using these films in plant training programs estimate that their use has speeded up training by about 20 per cent.

Additional Funds Given

This impressive record has led Congress to appropriate funds for further training film production. The new program will include subjects on aviation, shipbuilding, machine shop and silk reeling.

The pictures already made are planned to present the basic principles of the jobs shown. They provide a demonstration of specific jobs and, in the course of the demonstration, stress safety, explain the principles involved, show the correct method of procedure and show how an experienced worker handles the situation.

F. W. Brooker, Director of Visual Aids, United States Office of Education, said: "Pictures can do many things that words cannot do. Therefore, no word description can take the place of seeing the pictures themselves."

Pictures Raise
Charity Funds

PHILADELPHIA, Feb. 26.—Film exchanges here handling 8mm. and 16mm. prints, report a decided pick-up in bookings for charitable showings. Exchange agents state the showings are being the most, part to raise donor funds and represent an undeveloped field for roadshowmen.

Many local charitable organizations, in the past depending upon merchant advertisements and booklets to raise funds to carry on their program, find that source of income decreasing, because of their unwillingness to be harassed by priorities. Moreover, hotels, restaurants and night clubs, always a fertile advertising field for organizations, are fast closing up to the groups. Local managers explain that such advertisements and representations are a large expenditure. In view of increased operational costs, especially in wages, many hotels and night clubs have decided to use such aid money to help pay better salaries.

As usual organizations have been forced to find new fund-raising activities. Some stage bingo parties at home, private musicals and card parties at the Elks, etc. But, by far, the most effective has been the showing of old-

New and Recent Releases
(Running Times Are Approximate)

LIBERIAN REPUBLIC, released by Bell & Howell. Latest motion picture on Africa's only republic. Founded by ex-slaves of the United States, this country is the first African stronghold of the friendly United States armed forces. Part of the film is devoted to scenes of the native army drilling with the assistance of United States Army officers. The film includes primitive back country, as well as the modern capital, Monrovia, an industrial and commercial center. The government head, President Barclay, is shown at the capital participating in state ceremonies. One reel.

MILLIONAIRE PLAYBOY, released by 16MM. Pictures, Inc. Story concerns the effort of a young millionaire to introduce to the public a girl he has discovered singing in a chain store. He decides to ask Ambrose to conduct the debut of the noted band leader's efforts to avoid the millionaire's demands lead to complicated and hilarious situations, with everything turning out okay. Stars Harry Richmond and Ambrose on his band. Running time, 78 minutes.

OUR DAILY BREAD, released by Associated Artists. Corrupts the story of a young city couple who have reached the end of their resources and who turn to farming as a heavily mortgaged farmstead has been given to them. They know they're in a rough spot from the start, but with the help of Larsen, who takes part in their land-ownership, they become the successful founders of a community colony where the workers all help themselves by helping each other. Difficulties threaten the experiment but are eventually overcome. Running time, 75 minutes.

time movies in the homes, where a member can invite from 25 to 50 neighbors and friends to a movie improvised in either a parlor or basement recreation room. Roadshowmen promote these private showings for members of the group. Set-up calls for a 50-cent admission to the home with the roadshowman, providing films and equipment, getting half of the door receipts. He sometimes works on a 50-50 percentage arrangement, depending on the length of the film program desired and the number of people attending. Patrons of such picture parties derive additional revenue for their organizations by selling refreshments.

For such home movies parties, usual program calls for 50 to 80 minutes of feature film, comedy shorts, newsreels, discs, animated cartoons and war news. In addition, each organization usually has a special feature, such as charitable activities. These pictures are free to the roadshowman, as are the Civilian Defense films, always included in the program. Roadshowmen hit hard here because of the ban on pleasure driving are finding this field most lucrative. Ideas for increasing the popularity, especially among people in the outlying sections of the city who have big homes, because of its effectiveness in raising "donor" funds for them.

Another lucrative field for roadshowmen is the exhibition of films in various public places to help raise funds. Roadshowmen have worked successfully in this field for years. However, several cities have recently had laws enacted considerably since the ban on bingo went into effect in several states. Churches and other organizations are now speculating on bingo games to raise funds for worthy causes, have now turned to the showing of films to help raise funds. The most sustained thru the clamping down on bingo games.

War-Bond Trailer
Sales Aided by ANFA

NEW YORK, Feb. 26.—Allied Non-Theatrical Film Association has gone on record to stimulate the use of War Bond trailers on all productions used by 16mm. and non-theatrical film exhibitors. The purpose is to foster the sale of War Bonds. The ANFA trailer has been completed and many association members are placing orders. Trailers, which are inexpensive, are made for both sound and silent projects.

The organization is also conducting an extensive membership drive so that greater unity in the industry may be achieved. The drive is under the supervision of Horace O. Jones, chairman. Tom Brandon, Jean Cohen and Mary Sullivan.

Paul Reed, director of the Office of War Information Motion Picture Bureau, will talk on 16mm. production and distribution as well as the OWI film distribution program at the next ANFA meeting, Wednesday evening, March 10. The talk is considered so important to the industry that the board of directors of the association has decided to declare the meeting open to both members and non-members. Meeting will be held at the Blue Ribbon Cafe, 145 West 45th Street, New York, preceded by dinner at 6:30 for those who wish to come early.

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Schaffners Get Okeys To Tour; Opening in May

ORDAN RAPIDS, Ia., Feb. 26.—Neil and Caroline Schaffner Players will open their season, as usual, at Wapello, Ia., the second week in May and will play their regular tour, which will probably be followed by a fall stock company.

Manager Schaffner has received his Certificates of War Necessity for the show's trucks and amply has been allowed the organization to make its established route.

The outfit will again be headed by the Scotty Greenbaum and Orville Sperry, with Clarence Auking in advance.

The Schaffners are now readying plays and expect to follow their usual custom of presenting mostly Toby bills, with several Broadway plays as features. The show's trucks will be repainted and captioned with victory slogans.

Canadian Repsters Now Active in Pix

ST. JOHN, N. B., Feb. 26.—Many graduates of repertory and stock in the Eastern Canadian Provinces are now active in the film studios in Hollywood. For example, Canadian, was once a juvenile for the Carroll Players in their tour at the Opera House here, Sidney Tolter, the Charlie Chan of the flickers, was a member of the longer stock for the Sidney Tolter Players on the road thru the provinces, and also in stock at the Academy of Music, Halifax, for a number of seasons.

Edward Ellis, veteran character man, was a partner in and male lead of the Baker-Elis Stock Company at the Opera House, St. John, and Academy, Halifax, as well as on the road thru the provinces. William Fornum, erstwhile silent actor and player, handled in Western areas, handled the leads for the W. S. Hurkins Company on tour thru the Eastern Canadian Provinces. Oscar O'Brien, character man, headed the Oscar O'Brien Players on the road and also in stock at the Academy and Garrick in the Dominion City, film men, led leads for the Carroll Players in stock at the Academy, Halifax.

Paul Pollard, veteran comic, toured the provinces with the Pollard Comic Opera Company. Emma Dunn, veteran film character player, did femme leads for the W. S. Hurkins Company on tour thru the provinces, now assigned to character roles in Westerns, was once ingenue with several repertory units and also in stock at the Opera House, St. John, with the Dooly Stock Company.

Repertoire-Tent-General

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Rep Bills Popular With Soldier Boys Alan Moore Reveals

PORT HAMILTON, N. Y., Feb. 26.—Repertoire and stock bills are sure-fire blasters in soldier show, the army camps, according to Alan Moore, former producer and performer, who closed his showbill Players in 1940 to join the army and now stationed here under the right name, H. P. Smith. For the last 11 months he has been working with a special service unit under the direct command of Lieut. Col. William G. Nickles, which has been presenting shows regularly at army camps.

"The response given to shows produced by and for soldiers is gratifying," comments Moore. "About any type of bill seems to go long as it is liberally seasoned with comedy, capably produced and competently performed. And performers are accustomed to the difficulties sometimes encountered by those who feel quite at home working in an army show. Army producing is not easy, but the appreciation more than justifies the effort."

Bills done by Moore's unit so far include Russell Murdoch's *The Spider's Web* and *Toby and the Nasty Spies*; Bert Tuglick's *The Town*; Fox revised and played under the title *The Yardbird*; Robert J. Sherman's version of *Uncle Tom's Cabin* and *Shanghai Gals*; Buddy Ross, James Jones, Allen Whitely's *Husband Hunters*; Brandon Thomas's *Charlie's Aunt*; and two musicals, *Wacky in the Zoo* and *Wacky in the Zoo*. The last named was recently presented at New York's Stage Door Canteen to favorable press notices.

"We generally use specialties between acts to keep up the tempo," says Moore, "and we are lucky in having a pit band consisting of musicians from the top ranks of the country. Many of our performers are somewhat taken back by the rap-like aspect of doubling on scenery. But the music men catch on." Moore, recently made private first class, believes he could add a couple of more trips to his sleeve if he were able to get together a compact, short-cut, army rep unit which could operate in the field. "It wouldn't cost the government much money," he says, "and a lot of the guys in paying territories could stand a laugh."

"Skippy" Smith to Launch Stock Date in Grand Rapids

GRAND RAPIDS, Mich., Feb. 26.—Skippy Smith has a stock troupe set to open March 14, with a policy of four one-hour shows a day with pictures. In the past, according to Smith, he has Maurice Cash and Smith, comic; Al Winer, straight and specialties; Tommy

Reynolds, straight; Edna Reynolds, comic; Bob Reynolds, straight; and Frances Reno, parts and specialties. There will be eight girls in line. Principals will be changed from time to time, Smith says.

MAGIC

(Continued from page 14)
ment at Camp Endicott, Devilsville, R. I. He is doing his magic as a regular feature of the camp's touring vaudeville. — BOB NELSON, of Nelson Enterprises, Columbus, O., feeling the time is ripe for good mental acts, has returned to Cleveland, Ohio, to make his magic be used for seven years on the radio—Dr. Korda Rabinow. He is concentrating on theater acts. Nelson Enterprises will continue as usual.

MAX TERHUNE, still busy on making Westerners in the *Range Busters* series in Hollywood, writes from his home in Burbank, Calif., that magic is on the boom in the various cities in that area. Between his picture work, the versatile Max still finds time to ring in the New Year's Eve at the same territory. For several months he has been on the Harpo Marx unit doing two acts for the Hollywood Victory Committee.

VANTINE AND CAGAN were visitors at the magic deck Monday of last week while in Cincinnati to show for the air force boys in the Labor Airport under USO Camp Shows, Inc. Vantine is manager of the unit. On the camp tour, Vantine and Cagan, who have just been transferred to the Fifth Corps Area, and are slated to leave the country soon to entertain the soldiers in the Pacific. Vantine and Cagan are presenting themselves as delighted with the USO work to date. — EDDIE COCHRAN

They staided, because with the unit in three weeks. In the meantime they will work several night dates for Jack Middleton, Cincy booker. They opened Monday at 12:30 at the Grand Rapids, Mich., and at the Battle Creek, Mich., and where they hoped to Colon, Mich., for a visit with Percy Abbott, the magic man. Vantine is writing two books for Abbott which are slated to be published soon. — TUGGIE KRY, now a private in the Special Service Office at Alva Field, Victorin, Tex., shoots us a "letter on a record," but has no phone around the office we have as yet had the opportunity to hear what Tricker has to say. — JUDITH JOHNSON and Company, men-

after conducting a theater tour with their musical unit, *Spice On Parade*. They staided, because with the unit in three weeks. In the meantime they will work several night dates for Jack Middleton, Cincy booker. They opened Monday at 12:30 at the Grand Rapids, Mich., and at the Battle Creek, Mich., and where they hoped to Colon, Mich., for a visit with Percy Abbott, the magic man. Vantine is writing two books for Abbott which are slated to be published soon. — TUGGIE KRY, now a private in the Special Service Office at Alva Field, Victorin, Tex., shoots us a "letter on a record," but has no phone around the office we have as yet had the opportunity to hear what Tricker has to say. — JUDITH JOHNSON and Company, men-

Rep Ripples

GLADYS and AUSTIN RUSH, out of the business since closing with the Jack Kelly show in the fall of 1939 and who spent the next two and a half years in the show business, are back at their home in Pine Bluff, Ark., where Austin is engaged in important war work and Gladys is enjoying her home and ladies' life. — MARY RUSSELL SCOTT, who as Mary Russell trouped for many years with her dad's tent, the Lawrence Russel Paramount Players, was a visitor at the rep desk last Wednesday (17) while in Cincinnati to look after funeral arrangements for her uncle and to also in his estate. Off the road a number of years, Mary is now a resident of Sarasota, Fla., where her husband is a member of the United States Marine Corps. — MARGARET LITTLETON, formerly a bit-player and agent with Billus Green, Robinson's Silver Minstrels, Winstead's Minstrels and other tent shows, is improving from a stroke suffered more than a year ago but is still unable to work. While he recuperates, his wife Pearl is being the bit-player and advertising for the Bailey and Carolina theaters in Wilmington, N. C. — JAY (TEX) HANBY, due to a recent illness which impaired his strength and vision temporarily, has been forced by the Georgia Commission Board to relinquish his job as crane operator at the shipyards in Savannah, Ga. He's now an assistant with the U. S. Engineering

Communications to BILL SACHS, Cincinnati Office

BILL STEIN writes an interesting letter, saying that he imagines a few of the folks have wondered what has happened to him. "By the same token," he says, "I've often wondered what's happened to a lot of them. I enlisted in the air corps long before the war broke out and thought I was gonna get away from the microphone for good, but I'm still at it. I have been in foreign service for a year now but, of course, I can't say where it is or how it is or much of anything. However, I'm enjoying the best of health and, while it isn't exactly crowded where I am, we manage to get along. Don't know much about what's going on in the States, but I'm sure the folks would be appreciated. Letters are also an event around this neck of the woods and if anyone would like to try one, address it to M/Sgt. Wilbur Stein, 11th Airways Comm. Sqdn., APO 944, care Postmaster, Seattle."

DON DONNISON corrects a recent statement to the effect that he, Don, and Handy have joined the court juries. The facts are that Don and Clyde are now members of the merchant marine, both of them. Don is now in the court juries. New Orleans show. Handy is at present in Houston, but he and Don plan to ship out together some time in the near future.

Don would like reports from the folks addressed to D. L. Willis, Section 1, U.S. Army Seafarer, St. Petersburg, Fla.

Sgt. TRV. CHIMOVITZ is doing publicity and special service work for the army camp at Shaw Field, R. C. He asks return items in the derbyshow column from Al Baker and Ray Maxwell. He recommends that all work with Jack Steinel shows in Flint, Mich., and Kansas City, Mo.

CHARLEY SMAILLEY has been inducted into the army, according to a recent letter from Clyde Hamby.

Wanted for Shullin' Sam From Alabama
Cotton, Texas, and other places. Light colored shirts, light trousers, light shoes, light socks, light underwear, light to dark trousers. Will buy and sell. One and two day shows. Long term. Write to Billus Green, Robinson's Silver Minstrels, Winstead's Minstrels, 701 E. 8th, Miami, Fla.

COLORED PERFORMERS AND MUSICIANS
All instruments and songs. Five and ten day shows. Will buy and sell. One and two day shows. Long term. Write to Billus Green, Robinson's Silver Minstrels, Winstead's Minstrels, 701 E. 8th, Miami, Fla.

DAVID B. DELL
Largest and best. Home Office, 110 E. 8th, St. Petersburg, Fla. Write to 10 E. 8th, St. Petersburg, Fla. Home Trailer.

ROBINSON'S SILVER MINSTRELS

WANT

Colored Performers and Musicians, Girl Musicians OK; Truimpts, Saxophones, Piano Player, Chorus Girls, Novice Acts. Highest salaries on Road today. Show opens March 12. Long, sure season, Lenard Rodgers, get in touch with me. Want you to report March 7. P.S.—All Performers who have worked for me in past, write. All address

ROBINSON'S SILVER MINSTRELS, Clinton, N. C.

Conducted by CLAUDE R. ELLIS, ROBERT DEOPKEER, Associate, Communications to 25 Opera Place, Cincinnati, O.

Greater War Role Planned

Slant programs to give patrons proper balance between work and recreation

CINCINNATI, Feb. 26.—Following Office of Defense Transportation Director Joseph B. Eastman's edict permitting railroad circuits and carnivals to operate in 1943 provided "they are willing to submit to certain restrictions and take certain chances," outdoor showmen are speeding up winter-quarters activities and mapping plans for the coming season. Propelled by a sincere determination to eclipse the great role they played in the war effort in 1942, carnival operators without exception are slanting their programs with eye for eye giving the American people a proper balance between work and recreation.

They are confident that they can again work out profitable-building presentations on their midway which will play an important part in contributing an over-all efficiency by relieving the strains of war and work. Conscious of the fact that their primary purpose this year will be to aid the war effort, show operators are already giving much time and thought to forming plans for scrap drives, sale of War Bonds and Stamps and special programs to help the agencies connected with the war effort in the towns and cities on their itineraries.

Plan Shorter Jumps

In an effort to conserve gas and rubber, carnival men are contemplating limiting the length of their jumps and playing two-week stands in cities. Numerous show managements have announced their intention of going ahead. They include E. Lawrence Phillips, owner-general manager of Johnny J. Jones Exposition, who announced from his Washington office that the organization will go on tour in 1943 as in the past. Shows' Augusta (Ga.) quarters opened February 15, with the season's debut being set for early in April.

John W. Wilson and L. Cetina, co-owners of Cetina & Wilson Shows, are at quarters in Petersburg, Va., laying plans for their tour. At Wagner, owner Great Lakes Exposition Shows, is at Mobile (Ala.) quarters directing rebuilding and repainting work. Planning an early April opening in that city, Al Baysinger is getting the Bayliner Shows in shape for their opening in Chicago. Baysinger, April 1, while Crystal Exposition Shows are slated to make their debut early that month. R. & S. Amusements, under management of James M. Butler, open March 15, and Franks Shows are slated to open March 20 in downtown Macon.

Boswell's Amusements, directed by Thomas H. Boswell and Sam Collins, plan to play Virginia circuit exclusively during their jumps within a 50-mile radius. Russ Owens, general manager, is working out W. C. Knuss Shows' itinerary at New Bern (N. C.) quarters as Joe J. Pontana, manager Blue Ribbon Shows, which debut March 15 in Oconee, Ga. J. J. Pontana, who is on their season in Ohio in May. L. J. Heth Shows are set for a March 13 inaugural in Birmingham, and Liberty Shows are showing in Chicago. S. C. with a six-week engagement under SCDP auspices. George C. Smith, owner George C. Smith Shows, is planning an early May opening in Cumberland, Md.

Some Early Openings

Jack Ruback's Alamo Exposition Shows' season gets underway in San Antonio February 27, while Frank West's All-American Exposition will debut in Sheffield, Ala., March 1. The American Showmen's Association is opening in South Carolina, and Herman Bantley, general manager Bantley's Shows, is directing inaugural plans at Berdoo (Ga.) (Bantley Work Speeding Up on opp. page)

Lemays Hosts to Showfolk At Valentine Party in Fla.

GIBSONTOWN, Fla., Feb. 26.—Gries and Eddie Lemay, former cookhouse operators and owners of a dining room here, were hosts to a number of showfolk friends at a Valentine Party February 15, many of the celebrities and plenty of entertainment and refreshments were provided. One of the features was the distribution of valentines, with Nancy Young officiating. Honored guests included Sgt. Rodney Faus and Pfc. Marvin Randall.

Guests included Mildred and Ben Thompson, Mr. and Mrs. Jack Window, Peggy Wilson, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Bill Koyes, Frank and Shirley Allen, Eddie and Pat Strayor, Roger and Nancy Young, Mr. and Mrs. Bill Dumas, Mr. and Mrs. Roy Tolshak, Buck Alsop, Bert Lench, Stanley Barbey, Lee Erdman, Bobbie Bowser, Betty Noyes, Roy Mansfield, Mother Manning, Mrs. Dorothy Markley, Al Hicks and Harry E. Wilson.

League Spring Party Headed for Sellout

CHICAGO, Feb. 26.—At the rate tables are going for the annual Spring Party of the Chicago Showmen's Association to be held in Hotel Sherman March 8, the affair is sure to be a sellout. Les Sloan, chairman, announced. The demand for tickets is heavy, Sloan says, and the new seating arrangements appear to have met with general approval.

All arrangements have been completed. An outstanding entertainment bill is expected and it will be held down to a reasonable figure in order to permit plenty of dancing.

Bazin to St. Paul Park

MINNEAPOLIS, Feb. 26.—Bazinest Shows have been awarded the contract to provide rides, shows and concessions and full operation of the new pavilion at Harriet Island Park, St. Paul, William Bazinest, president, announced here. He said that a number of new rides are being worked out. In the absence of P. Dwight Bazinest, his wife, June, and sister, Marie Merrill, are assisting Bazinest Jr. in the management.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Hi-Midway-Dalco, Mex.

February 20, 1943.

Dear Editor:

First section of Ballyhoo Bros.' Golden Special arrived here at 11 a.m. on Sunday and second section at 1, the third at 2, the fourth at 3 and the fifth at 4 p.m. The five section were unloaded and on the lot by dusk and the erecting of shows and rides was well under way by midnight. (We are sure that some showmen will argue against five-section show, we believe proper to refer to it as such in all future show letters. Don't mention that because of bad curves and poor roads it was necessary to move.)

The midway was laid out here in a beautiful horseshoe, with all concessions holding front-end locations and the rides lined thru the center. Much credit is due our lot man for the capable manner in which he laid out the attraction. (Be sure and run the show, as our lot man is itching to get back to the States. Besides, it is unwise to have new sets in other programs.) Our experience here proved that an

Dance Proceeds Aid MSA Fund For Service Men

DETROIT, Feb. 26.—Plans for the St. Patrick's Day Dance to be held here March 17 under direction of Service Men's Committee of Michigan Showmen's Association are rapidly nearing completion. Many More and Harold (Buddy) Paddock said this week. Proceeds of the dance will be used to augment city fund for the Service Men's Committee, which each month sends packages to not only MSA members but other showmen as well. Regular meeting was held Monday night with all officers and a large crowd on hand. Two War Bonds were disposed of, and the Service Men's Committee reported that 148 packages were mailed so far this month. Brother Tim Claman read 28 letters from showmen in the armed forces.

House committee provided a chop away dinner and refreshments donated by Fredrick Lloyd Stahl. Several members are getting their equipment ready for spring openings. Louis Wish said he would have a time for next week's meeting. Brother Hymie Stone reports his wife's condition is showing improvement. Brother Joe Varnick says he is getting along nicely. Brother Nate Golden will leave soon for the East on a vacation. Brother Manny Brown left from Hot Springs, Ark. Mike Allen came in with 14 applications. Women report plans are shipping up nicely for their Ladies' Auxiliary.

Sunset Adds Dates In Iowa, Illinois

DANVILLE, Ill., Feb. 26.—Manager K. H. Garman said this week that contracts have been signed for the Sunset Amusement Company to add two dates to their circuit, one at Henry and Mount Sterling, Ill.

Garman said several more fair contracts are pending. These with the celebrations already booked, will give the show their longest season of fairs and amusements in their 14 years of operation, he said.

Among guests were Spot Ragland, President Hanson, Elmer Hanson, Ben Rios, Marge Frost, Lucille Hodge, Minnie Paddock, Margaret L. Hanson, and Luella Dolman, Ethel Krug, Moxie and Babe Miller, Lucille King, Marge Corey, and Cora and Cora. The show was managed by Harma, Jean Ottin, Lou and Ruth Krog, Ted and Marie Le Fox, Bill and Ruth Miller, and Jimmy Wilkins. Jack Ward, Bill and Gladys Dill, Clarence and Paul Paddy, Roy E. Ludington, Harold Paddock, Coby Reid, Royland Dalton and Lillabelle Lee.

Business here was worse than had been anticipated by our concessionaires and better than anticipated by our players. In fact, we were told you can't please everybody. Only a few of our shows appealed to the natives, some shows not touching the local market. The managers of the shows that blanked out were the ones

(See BALLYHOO BROS. on page 45)

TO AVOID WASTE
Government regulations require all newspapers and magazines to reduce their paper tonnage for the duration. You can help by buying your copy of The Billboard from the SAME news dealer each week whenever practicable or by ordering The Billboard on subscription. Unsold copies on newstands are a waste of paper, transportation and energy. Do your part. Help win the war.

W. E. Franks Title Changed; Work Gets Under Way in Macon

MACON, Ga., Feb. 26.—Arrangements are being made for the opening here March 20 of the W. E. Franks Show and Oglethorpe circuit, which will feature attractions of Franks Shows. Manager W. E. (Bud) Franks announced last week that the title Franks Great Shows will be shortened this year to Franks Shows. Winter quarters are in a sleek farm and storage building near the park site and work is under way.

Clary Bestland booked his Chaperline and Kiddie Ride, and Charles Drift signed his Ferris Wheel. Mrs. Pauline Drift booked five concessions. Other recent bookings include Johnny Gibson of the Mahan-Gibson Decorating Company, with candy apples, peanuts, popcorn, snowballs and penny pitch; Charles Emerson, two concessions; George and Miller Ewitt, and Red Power, two.

Clary Drift is contacting his contractor into a War Pep Show, and management is building another walk-thru show. Manager Franks says he plans to have a new show in the city, starting for a Tilt-A-Whirl for early delivery. Principal construction items are a new building for the amusement establishment being built of cypress logs cut from the Franks farm in Wilcox County.

Regular Associated Troupers Are Paried by Spot Ragland

LOS ANGELES, Feb. 26.—Spot Ragland was host to 35 members of the Regular Associated Troupers' Club at dinner at his local nightery February 7. After dinner President Estell Hanson was introduced.

On the floorshow were Dorothy Dalton, accompanied by Bess Parker at the piano.

Among guests were Spot Ragland, President Hanson, Elmer Hanson, Ben Rios, Marge Frost, Lucille Hodge, Minnie Paddock, Margaret L. Hanson, and Luella Dolman, Ethel Krug, Moxie and Babe Miller, Lucille King, Marge Corey, and Cora and Cora. The show was managed by Harma, Jean Ottin, Lou and Ruth Krog, Ted and Marie Le Fox, Bill and Ruth Miller, and Jimmy Wilkins. Jack Ward, Bill and Gladys Dill, Clarence and Paul Paddy, Roy E. Ludington, Harold Paddock, Coby Reid, Royland Dalton and Lillabelle Lee.

Mrs. Edward Hock To Pilot SIA Aux. Past Pres. Club

CHICAGO, Feb. 26.—Mrs. Edward Hock was elected president for the Past Presidents' Club, composed of former executives of the Ladies' Auxiliary, Showmen's League of America, when the organization celebrated its first anniversary with a dinner in Nankin Restaurant here Tuesday night. Mrs. Hock is first vice-president, and Mrs. L. Atto, second vice-president; Mrs. Marie Brown, first vice-president; Mrs. M. L. Atto, second vice-president; Mrs. M. L. Atto, third vice-president; Mrs. L. Atto, fourth vice-president; Mrs. L. Atto, fifth vice-president; Mrs. L. Atto, sixth vice-president; Mrs. L. Atto, seventh vice-president; Mrs. L. Atto, eighth vice-president; Mrs. L. Atto, ninth vice-president; Mrs. L. Atto, tenth vice-president; Mrs. L. Atto, eleventh vice-president; Mrs. L. Atto, twelfth vice-president; Mrs. L. Atto, thirteenth vice-president; Mrs. L. Atto, fourteenth vice-president; Mrs. L. Atto, fifteenth vice-president; Mrs. L. Atto, sixteenth vice-president; Mrs. L. Atto, seventeenth vice-president; Mrs. L. Atto, eighteenth vice-president; Mrs. L. Atto, nineteenth vice-president; Mrs. L. Atto, twentieth vice-president; Mrs. L. Atto, twenty-first vice-president; Mrs. L. Atto, twenty-second vice-president; Mrs. L. Atto, twenty-third vice-president; Mrs. L. Atto, twenty-fourth vice-president; Mrs. L. Atto, twenty-fifth vice-president; Mrs. L. Atto, twenty-sixth vice-president; Mrs. L. Atto, twenty-seventh vice-president; Mrs. L. Atto, twenty-eighth vice-president; Mrs. L. Atto, twenty-ninth vice-president; Mrs. L. Atto, thirtieth vice-president; Mrs. L. Atto, thirty-first vice-president; Mrs. L. Atto, thirty-second vice-president; Mrs. L. Atto, thirty-third vice-president; Mrs. L. Atto, thirty-fourth vice-president; Mrs. L. Atto, thirty-fifth vice-president; Mrs. L. Atto, thirty-sixth vice-president; Mrs. L. Atto, thirty-seventh vice-president; Mrs. L. Atto, thirty-eighth vice-president; Mrs. L. Atto, thirty-ninth vice-president; Mrs. L. Atto, fortieth vice-president; Mrs. L. Atto, forty-first vice-president; Mrs. L. Atto, forty-second vice-president; Mrs. L. Atto, forty-third vice-president; Mrs. L. Atto, forty-fourth vice-president; Mrs. L. Atto, forty-fifth vice-president; Mrs. L. Atto, forty-sixth vice-president; Mrs. L. Atto, forty-seventh vice-president; Mrs. L. Atto, forty-eighth vice-president; Mrs. L. Atto, forty-ninth vice-president; Mrs. L. Atto, fiftieth vice-president; Mrs. L. Atto, fifty-first vice-president; Mrs. L. Atto, fifty-second vice-president; Mrs. L. Atto, fifty-third vice-president; Mrs. L. Atto, fifty-fourth vice-president; Mrs. L. Atto, fifty-fifth vice-president; Mrs. L. Atto, fifty-sixth vice-president; Mrs. L. Atto, fifty-seventh vice-president; Mrs. L. Atto, fifty-eighth vice-president; Mrs. L. Atto, fifty-ninth vice-president; Mrs. L. Atto, sixtieth vice-president; Mrs. L. Atto, sixty-first vice-president; Mrs. L. Atto, sixty-second vice-president; Mrs. L. 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New and Used
CARNIVAL and SKATING RINK

Write for Prices
E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. ALTON, ILL.

BARN WORK SPEEDING UP

(Continued from opposite page)
ville, Pa. Art Lewis Shows will inaugurate their tour at Norfolk, Va., April 10, while James E. Strates Shows' train is scheduled to leave Smithfield (N. Y.) quarters on their tour April 11.

O. G. Buck Exposition opens April 15, as do Heller's Acme Shows. P. E. Gooding, manager, P. E. Gooding Amusement Company, is in Columbus (O.) quarters mapping plans for an early opener. William Glick's Ideal Exposition Shows leave their Baltimore barn early in April for their Hagerstown (Md.) bow, while Scott Exposition Shows open their 26th consecutive season on tour at Atlanta March 26. More than 120 dates for John R. Ward Shows' inaugural at Baton Rouge, La. Bullock Amusement is slated for a March 19 opener in Sumter, S. C., while O. J. Smith Shows inaugurate their tour in Utica, N. Y., April 23. R. H. Miner's Garden State Shows plan a May 1 debut.

CONCESSION TENTS

Our Specialty for Over 48 Years
UNITED STATES TENT & AWNING CO.
Our New Address:
2315 E. W. HURON ST., CHICAGO, ILL.

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FOR CARNIVALS
Highest Quality • Lowest Prices
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TENTS

Tent one week, 10x12, 10x16, 14x20, 14x24, 20x30, 20x36, 30x45, 40x60, 40x70, and several bargains. WRITE

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Top only, in Good Condition.
Charles Driver—Bernie Mandelstein.
O. Henry Tent & Awning Co.
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Show, Concession and Merry-Go-Round Tents. On
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J. J. PAGE SHOWS

Opening Middle of April at Johnson City, Tenn.
WANT TO BUY SAITH & SMITH CHAIRS-OF-PLANE, ALSO WULFERTZ MERRY-GO-ROUND ORGAN #105 IN GOOD SHAPE. WANT COOK HOUSE and all other appropriate Concessions except Corn Cobs. Get in touch at once. Good opening for PENNY ARCADE and LEAD GALLERY. Want Ride Help for Ride-O-G, Ferris Wheel, Merry-Go-Round, Loop-in-Plane, Chair-O-Plane and Kiddie Rides. Have complete outfits, in good shape, for all Shows and want capable parties to operate Girl Show. Can place Musicians and Chorus Girls for Colored Minstrel. Want Athletic Show Man who is capable to handle Athletic Show, also Man to take over 10-in-1 that can furnish people and acts. Will furnish outfits for money-making Grand Shows. ALL SHOW PEOPLE, CONCESSIONAIRES and RIDE MEN with US BEFORE, GET IN TOUCH. Roy Farr wants Agents for Big Game, Penny Pitch and Fish Pond. Roy Farr wants Grand Show Agencies. Everybody address:
J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN.
P.S.: Want High Attractions Free Act.

WANTS—JAMES E. STRATES SHOWS, Inc.—WANTS

Want Foremen and Help for the following Rides: Merry-Go-Round, Ferris Wheels, Scooter, Hey Day, Octopus, Boomerang and Kiddie Rides. WANT CHIEF ELECTRICIAN, Asst. Electricians, Neon Men and Tower Men. Can place Tractor Drivers, Caterpillar Drivers and Train Crew. Walter Marks wants Drome Riders. Want Help for Winter Carnival Shows. Want experienced people. Will book and furnish Wagons for SPITFIRE and Pony Ride. Show Train leaves Winter Quarters April 1. Will furnish Wagons for any Ride or Show that does not conflict with what we have.

JAMES E. STRATES, BOX 239, Smithfield, N. C.

ELITE EXPOSITION SHOWS

WANT TO BOOK 2 OR 3 SHOWS

Those with own outfits and transportation preferred. Very good proposition. Will ALSO BOOK A LATE MODEL RIDE. CAN PLACE A FEW MORE LEGITIMATE CONCESSIONS. WANT RIDE HELP THAT CAN DRIVE. All Address:
CHAS. ROTOLO, MGR., ARMA, KANS.

FIDLER UP SHOWS

OPENING MARCH 6—ST. LOUIS, MO.—PLAYING INDUSTRIAL CENTERS ONLY

WANT RIDE HELP THAT CAN DRIVE SHIRT TAILER FOR
Merry-Go-Round, Ferris Wheel, Chair-O-Plane, Octopus, Hey Day, Scooter and Ride-O-G. Top Salaries—All Cash. Address All Communications to:
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12-16-20-24-28-32-36-40-44-48-52-56-60-64-68-72-76-80-84-88-92-96-100-104-108-112-116-120-124-128-132-136-140-144-148-152-156-160-164-168-172-176-180-184-188-192-196-200-204-208-212-216-220-224-228-232-236-240-244-248-252-256-260-264-268-272-276-280-284-288-292-296-300-304-308-312-316-320-324-328-332-336-340-344-348-352-356-360-364-368-372-376-380-384-388-392-396-400-404-408-412-416-420-424-428-432-436-440-444-448-452-456-460-464-468-472-476-480-484-488-492-496-500-504-508-512-516-520-524-528-532-536-540-544-548-552-556-560-564-568-572-576-580-584-588-592-596-600-604-608-612-616-620-624-628-632-636-640-644-648-652-656-660-664-668-672-676-680-684-688-692-696-700-704-708-712-716-720-724-728-732-736-740-744-748-752-756-760-764-768-772-776-780-784-788-792-796-800-804-808-812-816-820-824-828-832-836-840-844-848-852-856-860-864-868-872-876-880-884-888-892-896-900-904-908-912-916-920-924-928-932-936-940-944-948-952-956-960-964-968-972-976-980-984-988-992-996-1000-1004-1008-1012-1016-1020-1024-1028-1032-1036-1040-1044-1048-1052-1056-1060-1064-1068-1072-1076-1080-1084-1088-1092-1096-1100-1104-1108-1112-1116-1120-1124-1128-1132-1136-1140-1144-1148-1152-1156-1160-1164-1168-1172-1176-1180-1184-1188-1192-1196-1200-1204-1208-1212-1216-1220-1224-1228-1232-1236-1240-1244-1248-1252-1256-1260-1264-1268-1272-1276-1280-1284-1288-1292-1296-1300-1304-1308-1312-1316-1320-1324-1328-1332-1336-1340-1344-1348-1352-1356-1360-1364-1368-1372-1376-1380-1384-1388-1392-1396-1400-1404-1408-1412-1416-1420-1424-1428-1432-1436-1440-1444-1448-1452-1456-1460-1464-1468-1472-1476-1480-1484-1488-1492-1496-1500-1504-1508-1512-1516-1520-1524-1528-1532-1536-1540-1544-1548-1552-1556-1560-1564-1568-1572-1576-1580-1584-1588-1592-1596-1600-1604-1608-1612-1616-1620-1624-1628-1632-1636-1640-1644-1648-1652-1656-1660-1664-1668-1672-1676-1680-1684-1688-1692-1696-1700-1704-1708-1712-1716-1720-1724-1728-1732-1736-1740-1744-1748-1752-1756-1760-1764-1768-1772-1776-1780-1784-1788-1792-1796-1800-1804-1808-1812-1816-1820-1824-1828-1832-1836-1840-1844-1848-1852-1856-1860-1864-1868-1872-1876-1880-1884-1888-1892-1896-1900-1904-1908-1912-1916-1920-1924-1928-1932-1936-1940-1944-1948-1952-1956-1960-1964-1968-1972-1976-1980-1984-1988-1992-1996-2000-2004-2008-2012-2016-2020-2024-2028-2032-2036-2040-2044-2048-2052-2056-2060-2064-2068-2072-2076-2080-2084-2088-2092-2096-2100-2104-2108-2112-2116-2120-2124-2128-2132-2136-2140-2144-2148-2152-2156-2160-2164-2168-2172-2176-2180-2184-2188-2192-2196-2200-2204-2208-2212-2216-2220-2224-2228-2232-2236-2240-2244-2248-2252-2256-2260-2264-2268-2272-2276-2280-2284-2288-2292-2296-2300-2304-2308-2312-2316-2320-2324-2328-2332-2336-2340-2344-2348-2352-2356-2360-2364-2368-2372-2376-2380-2384-2388-2392-2396-2400-2404-2408-2412-2416-2420-2424-2428-2432-2436-2440-2444-2448-2452-2456-2460-2464-2468-2472-2476-2480-2484-2488-2492-2496-2500-2504-2508-2512-2516-2520-2524-2528-2532-2536-2540-2544-2548-2552-2556-2560-2564-2568-2572-2576-2580-2584-2588-2592-2596-2600-2604-2608-2612-2616-2620-2624-2628-2632-2636-2640-2644-2648-2652-2656-2660-2664-2668-2672-2676-2680-2684-2688-2692-2696-2700-2704-2708-2712-2716-2720-2724-2728-2732-2736-2740-2744-2748-2752-2756-2760-2764-2768-2772-2776-2780-2784-2788-2792-2796-2800-2804-2808-2812-2816-2820-2824-2828-2832-2836-2840-2844-2848-2852-2856-2860-2864-2868-2872-2876-2880-2884-2888-2892-2896-2900-2904-2908-2912-2916-2920-2924-2928-2932-2936-2940-2944-2948-2952-2956-2960-2964-2968-2972-2976-2980-2984-2988-2992-2996-3000-3004-3008-3012-3016-3020-3024-3028-3032-3036-3040-3044-3048-3052-3056-3060-3064-3068-3072-3076-3080-3084-3088-3092-3096-3100-3104-3108-3112-3116-3120-3124-3128-3132-3136-3140-3144-3148-3152-3156-3160-3164-3168-3172-3176-3180-3184-3188-3192-3196-3200-3204-3208-3212-3216-3220-3224-3228-3232-3236-3240-3244-3248-3252-3256-3260-3264-3268-3272-3276-3280-3284-3288-3292-3296-3300-3304-3308-3312-3316-3320-3324-3328-3332-3336-3340-3344-3348-3352-3356-3360-3364-3368-3372-3376-3380-3384-3388-3392-3396-3400-3404-3408-3412-3416-3420-3424-3428-3432-3436-3440-3444-3448-3452-3456-3460-3464-3468-3472-3476-3480-3484-3488-3492-3496-3500-3504-3508-3512-3516-3520-3524-3528-3532-3536-3540-3544-3548-3552-3556-3560-3564-3568-3572-3576-3580-3584-3588-3592-3596-3600-3604-3608-3612-3616-3620-3624-3628-3632-3636-3640-3644-3648-3652-3656-3660-3664-3668-3672-3676-3680-3684-3688-3692-3696-3700-3704-3708-3712-3716-3720-3724-3728-3732-3736-3740-3744-3748-3752-3756-3760-3764-3768-3772-3776-3780-3784-3788-3792-3796-3800-3804-3808-3812-3816-3820-3824-3828-3832-3836-3840-3844-3848-3852-3856-3860-3864-3868-3872-3876-3880-3884-3888-3892-3896-3900-3904-3908-3912-3916-3920-3924-3928-3932-3936-3940-3944-3948-3952-3956-3960-3964-3968-3972-3976-3980-3984-3988-3992-3996-4000-4004-4008-4012-4016-4020-4024-4028-4032-4036-4040-4044-4048-4052-4056-4060-4064-4068-4072-4076-4080-4084-4088-4092-4096-4100-4104-4108-4112-4116-4120-4124-4128-4132-4136-4140-4144-4148-4152-4156-4160-4164-4168-4172-4176-4180-4184-4188-4192-4196-4200-4204-4208-4212-4216-4220-4224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THAINESTERS are smart to the showmen who stalls his hardware work so that his wares will be looked on the first section to as to be one of the first off.

M. J. DOOLAN, who has been sending hundreds of cartons of cigarettes to men in the service, got a swell story a few days ago on the front page of *The Chicago Daily News*. This is the second big story *The News* has given Mickey.

PALMBEARERS at funeral services for Loull James, widely known exposé-er, died in London, February 4, included Bill Gooch, Blanche McGowan, Hubert Hall, Bob Harris, Earl Melrose and Alonso Carrasco.

THING in favor of the ride boy gets paid off in brass is that he doesn't have to worry about the rise and fall of the dollar's value.

JOHN HARRINGTON, carnival trouper, is at his home in Baltimore, where he is under the care of a specialist for heart and stomach ailments. Mrs. Eudine Harrington reports. They are operating a tie store there for the duration, she says.

PLEASE! Communications to the Midway ConFab must be signed or they cannot be published in the columns. A number of them hit the desk again last week and were relegated to the wastebasket. Your co-operation will be appreciated.

WHEN press agents write, "The public is eating up our midway," they may mean that the cookhouses and grab stands run out of meat.

NOTES from Jack Stevens' Show's quarters in Grand Rapids, Mich., by R. S. DeWitt. When Jack Stevens was honored at a surprise dinner here February 9 in celebration of his 87th birthday, Doty Rudine, chief of his assistant, Moo Dantz, prepared the dinner, and members partook of the meal. A large birthday cake was cut by Geyer. Stevens was presented with a new hat.

Pit Show Logic

"REASON I never have anything in my Side Show," remarked Bud Dimpfyt, "is because the American public loves to beef." Proof of my statement lies in the fact that they keep on visiting it and beefing. Most showmen have little minds made up before going in that they won't see anything and I hate to disappoint them. The more skeptical patrons want you to know in advance that they are not suckers and they signify their thoughts by winning at the ticket seller when buying a duck. I hate other shows by not having anything to sell in mine. That may sound like a broad statement, but here is the proof. Before coming to the lot, family decides to make out a budget which probably reads, "We will see a show, ride on two rides, witness the free act, buy a cold drink and a burger and come home." My show, always being first in on the right-hand side, is given the tip first. The family whose budget reads, "We will see a show," after visiting my show and seeing to see that they can't get away from the next door. Providing he hasn't anything to show, the family will continue around the lot until they are one. One year I contracted with a carnival manager who insisted that I opened a strictly educational show, filled with educational exhibits. I spent the winter pathing four tons of sea shells coral and stuff (board and by express for the cost of life) to prove that my show was a money-maker. I opened a strictly educational show, my lecture on rock formations lasting well over two hours. The show was heavy enough to break down an office-owned truck while transporting it. But did the manager appreciate a heavy and educational exhibition? Hell, no! He donated it, while on route, to a WPA road-building project and went back to beefing about side shows that featured a widget mother and her eight-year-old baby in a bottle. Never could figure out why people who do not believe in witches, ghosts, fairies, and Santa Claus, do believe in side show banners. It was either Barmy, Bosco, the Geek, or Grotty. The show was called "Put in an empty tent. They'll find their way out."

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. HERBERT MACE, former ride operator, is with the army at the fairgrounds in Salt Lake City and attending school at University of Utah, where he is taking (See *ARMED FORCES* on page 34)

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All persons engaged kindly acknowledge this call. CAN PLACE reliable Foremen and Second Men for office-wired Rides, Scene Artist, Best Carpenters and Assistants for Shows. Can use one Caterpillar Tractor Driver, Great Light Plant Assistants, Carpenters or Specialty Team. Salaries paid from office. Want Manager and Performers for POSING SHOW, or will consider organized company for this attraction—have excellent trained show. Can place Help for Old Rio Midways. Ride. RIDES—Will book one or two independent rides. Interested in booking or buying Rock, Fly-o-Plane, Caterpillar, Roll-a-Plane or Spitfire.

Have openings for one or two Grand Shows of merit. Performers and Musicians for Minstrel Show or will consider organized troupe. Openings for GIRLS doing line work or specialties for our FOLLIES OF 1943. Can also place Rumpus or Specialty Team. Salaries paid from office. Want Manager and Performers for POSING SHOW, or will consider organized company for this attraction—have excellent trained show. Can place Help for Old Rio Midways. Ride. RIDES—Will book one or two independent rides. Interested in booking or buying Rock, Fly-o-Plane, Caterpillar, Roll-a-Plane or Spitfire.

CONCESSIONS—Have openings for all Concessions for the best still date and fair route in the country this year. Can place Custard, Candy, Candy, Lead Gallies, Pitch Tilt You Win, Fish Pond, Shoes, Guess Your Age, Peeling, Ball Games, Waffles, Cigarito, Shooting Gallery, Popcorn and Peanuts and Candy Apples.

NEW

JOE J. JES EXPANSION,

— Winter Quarters — INC.
C. O. Box 473 Augusta, Georgia

WORLD'S MOST POPULAR RIDES

OCTOPUS—ROLLOPLANE—FLY-O-PLANE

Manufactured by

EYERLY AIRCRAFT CO., Salem, Oregon

POPCORN SUPPLIES

Don't close down your popcorn stand for lack of supplies. We have everything you need at money-saving prices. Send for our latest PRICE LIST today.

GOLD MEDAL PRODUCTS CO.

131 E. Pearl Street

Cincinnati, O.

SHIRUNKEN JAPANESE SOLDIER

See the Shikun Soldier, now a slightly fatigued soldier, now a shrunken midget. Midgets like this are all the time. A reproduction of Japanese boy in shrunken condition. Every detail true to life. He has black hair, black, dark eyes, nose, mouth, ears, legs, hair and skin. Many Japanese soldiers have been captured in the Shikun Soldier. A single little fatigued soldier, shrunken midget, black hair and hands. We feel you all should have him before. Made of light-colored wood, very light. Almost ball as long as normal size. Window attractions, walk through, sale shows, children, fill your place every day. Order one today! Shipped in nice cases. Postpaid \$11.00.

TATE'S CURIOSITY SHOP

Safford, Arizona

WANT—PEPPERS ALL STATE SHOWS—WANT

OPENING APRIL 22, SMITHS, W. VA.
9 DAYS 2 SATURDAY NIGHTS 9 DAYS

The largest Cold Mines in West Virginia. Want Ride Foreman on Merry-Go-Round, Ferris Wheel and Chair Plane. Write and find out what my offer is. Concessions open—Will Cook Beans, American Candy. Will sell the First Choice Bumper Cars, Jewelery, Huckleby Cake, any legitimate 10¢ Stores. WANT A BINCO CALLER that can sell anything. Help. Admit to buy 200 ft. of Soda Water, 7 ft. high. Will furnish outfit for a Monkey Show. Address: FRANK W. PEPPERS, NEW MARTIN HOTEL, WILMINGTON, OHIO.

PVT. ALLEN COLLINS is with the USMC Air Corps somewhere abroad. Collins is the son of Al Collins, formerly with many carnivals, and Mrs. Madeline Collins, formerly in vaude and burlesque but now retired.

FAT-SHOW attractions should apply for double sugar, butter and fat-meat ration books on the ground that less of weight will put 'em out of biz.

LITTLE ROCK NOTES: Mr. and Mrs. C. A. (Curley) Vernon, owners Four Star (See *MIDWAY CONFAB* on page 44)

Carnival Oddities

A SUITCASE, who was always on the lookout for angles, promoted three farmers and built a glib show with their money. In order to have the show go on, he had to make a deal with the promoter. He had three inexperienced partners operate the midway. Everything the farmer-shower opposite to what any show manager would do. The show made money from the opening week on and after being on the road six weeks the partners held a meeting and ousted the promoter because he had no money invested in the enterprise nor had he taken any active part in its operation. The show had a big season and was sold outright that winter.

DURING the depression a hungry-looking lad applied for a job as a carnival cookhouse, which was operated by a well-known midway caterer. "I am sorry that I haven't an opening for you," said the manager, "but stick around and when there is one I'll place you. While you are hanging around I will give you your meals." The lad made the cookhouse three times daily and each time he was walked by the cash register on his way out the cookhouse manager merely smiled. After a heavy supper on Saturday the lad, on his way out, was stopped by the manager with, "I can use you to help tear down the cookhouse tonight. I'll give you \$4 so that you can eat on the run." "Sorry," replied the boy, "My boss wouldn't stand for it. He hired me 10 minutes after you turned me down for a job at home."

YEARS ago an American carnival stopped in two countries at the same time. It didn't travel in two units nor did it have two midways. The show was playing a celebration at Laredo, Tex., with part of its midway erected across the Rio Grande at Nueva Laredo, Mex., under the same auspices.

Concern Advertiser in The Billboard 39 Years

CINCINNATI, Feb. 26.—Renewal of an advertising contract for 1943 by Weldon, Williams & Lick, ticket printers, Port Smith, Ark., brought out the fact that the concern had advertised in *The Billboard* for 39 years.

His first advertisement in this publication was in the issue of January 9, 1904.

BIRMINGHAM.—Ernestine Dyer has filed a manuscript writ in Circuit Court here seeking to force Sheriff Holt M. McDowell to appear in court and show cause why he has not invoked against the property of Bennies Bros.' Shows, Inc., to satisfy a \$5,000 judgment she obtained in the local court in 1941.

By MAX COHEN

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Feb. 26.—Night of the 23d the testimonial dinner to Brothers Sam Hothstein and Jack Greenspon will be given at the Palace. The event, subscription affair, is already over-subscribed. Brother Jack Carr, the chairman of the entertainment committee, will crack-jack show, including a number of "unusually." Brother Abe Rubens organized a squad of members to donate blood for the Blood Bank to be used for military purposes. Following members were the first contingent to donate the blood being extracted at the American Red Cross Blood Donor Service, New York City: Arthur J. Morrill, Isaac Treiblich, Morris Laus, Dede King and Abe Rubens. A group from Palisades Park under the leadership of Al McKee will have three more lively fun-giving events will be held in the rooms before the outdoor season opens: Palisades Night, March 1, at the Palisades; Lunch Box Get-Together, in March, and Coney Island Night on St. Patrick's Day, March 17. Leo Poovrin, executive director of the N. S. A., now one of Uncle Sam's soldiers, was a welcome visitor the other day, as were Wallace H. Gurnea, vice president, and John Shephard Bay; Brother Joseph Horn, Headquarters Detachment, Dallas, Tex.; and John L. Lebecky, Elmer (Mich.) arcade owner and park concessionaire, and Dick Scutterdy, circus manager.

The two latest inductees are Bill Moore and William Saltzman. Brother Murray Zand is engineering the construction of a number of 2,000-capacity chicken houses on Brother Frank Miller's newly acquired estate, Park Ridge, N. J. By recent inductees, who were responsible for the founding of the club will be immortalized in a fitting group of pictures that will hang on the walls of the meeting rooms. By recent resolution Brother Sgt. Charles (Doc) Morris Jr., who was recently cited for conspicuous bravery at Guadalcanal, will be presented with a life membership and an especially designed gold card. Also, the most distinguished of all our distinguished members, his photograph will be hung in a conspicuous place in the rooms. Brother Ben Williams died Wednesday at St. John's Hospital, Long Island City. Interment will be in the cemetery in New Scotland. Brother Jack Agree is recovering from a serious operation at Beth Moses Hospital, Brooklyn. New Mexico will still be in a lull at Catalina Sanitarium, Salem, Va., and Brother Sam Frel is recuperating in Baltimore.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, Feb. 26.—In the absence of the president and vice-presidents, Brother John K. Maher called the meeting to order, which was one of the most highly attended of the winter. Leo Lang, treasurer, was on hand, and in the absence of Secretary Deane, Brother Steve Handling was named secretary pro tem. A new automatic photograph was purchased by the club in order to have suitable mugs at all times for any prompt gatherings and especially for the dances which are held about every other week following the meetings.

Drive for 300 new members, which was started several weeks ago, is progressing. Inductees as new members at this meeting were Carl P. Tzippe, Marshall Dean, Tom L. Plankman, Kinsey Wolf, Paul Hannakee, Vince Hubbard and Fred Williams. A large number of applications were turned over to the membership committee.

Clubhouses have had many visitors in the last several weeks and the regular affairs after each business session. Thursday nights, when the Missouri Show Women's Club also held their regular meetings, are proving particularly get-togethers. Making brief talks were Arthur C. Gullinan, John Sweeney, Wallace Galloway, William C. Johnson, C. R. Bates, Herwitz, Ruby Cobb, William (Red) McCoy, Rex Howe, H. (Hoovy)

Showmen's League of America

Sherman Hotel
Chicago

CHICAGO, Feb. 26.—Leo Sloan and committee are working hard on the Spring Festival, proceeds of which are to be used for members in the armed forces. Event will be held March 8 in College Gymnasium. The Sherman Hotel will be the host in Grant Hospital for attention. Lou Keller was still confined with his leg in a cast. Brother William Young sustained an ankle injury in a recent fall. Tom Rankins, Tom Vollmer and James Murphy are still confined. Cyto Deady was in his own business and visited the rooms.

Note Hirsh was called to New York by the death of his father. Mr. and Mrs. Mike Rosen left for the South, and W. W. Murphy and Arden Morris left for Augusta, Ga. Bro. Gray, a Chicago visitor, called at the rooms. Soldier Package Committee is selecting suitable articles for the members of the front lines to the boys. Brother Jack E. Bloom is in Veterans' Hospital, Blooming, Ill.

Elph and Leckie Johnny J. Jones Exposition, were in town for week. J. C. (Tommy) Thomas left for the East. If you know of any club members in the service send in their names and address. Mike Wright says Spring Party reservations are coming in nicely. Brother Walter P. Driver is in the South. Kenyon came down from Milwaukee for a visit. J. D. Newman left for Mexico. Ed L. Schooley is almost regular at the rooms.

Fred Donnelly is still wintering on the coast. He is in the rooms at San Francisco. Callers at the rooms included Dennis Howard, Mickey Humphreys, J. C. McFarley, John L. Lorraine, Harris, Sam, Evelyn, Dave, Teunison, Harry Ross, Lou Leonard, Harry Martin, Rudy Singer, Adolph Treush, Hirsch, Leo Hershington, John Hirsch, Jack Levine, Lou Berger, Tony Wells, Frank Elkins, Max Brantman, Sam Hirsch, Ben Rosen, Zebek, Fisher, Jack Benjamin and Harry Bernstein.

Ladies' Auxiliary

Auxiliary held its social on February 4 at the Sherman Hotel, with Phoebe Carley and Elsie Miller as Co-Hostesses. Attractive prizes prevailed and a large crowd turned out. Rose Page donated homemade cake and War Stamps. Cake was won by Fred President L. M. Brumleve, and War Stamps by Mrs. Viola Bluke. Lucille Hirsch was awarded a lamp. On February 11 the regular bi-weekly meeting was held, with Mrs. William Carky, president; Mrs. Anne Hirsch, first vice-president; Mrs. Edna O'Shea, second vice-president; Mrs. Edna Glukin, treasurer, and Mrs. Elsie Miller, secretary, presiding.

Letters were read from Mrs. Edward J. Kelly, Betty Bammel, Mrs. A. J. Wood, Mrs. Keating, Mrs. Betty Leue, Schlossberg, Kathleen Riebs Geyer, Penny Vaughn and Phil Mador and family. Certificate of Appreciation was given to Mrs. Edna O'Shea.

Relief Chairman Lucille Hirsch received a letter from New York City. Baptist Hospital, St. Louis. Mrs. Belden and Mrs. Hutton attended the meeting after an illness. Members were pleased to have Mrs. Judith Salomon at attendance. Past chair ladies, celebrating their first anniversary, were congratulated. Outgoing Chair Lady N. Rankine received an attractive pin from each chair ladies. Club will hold a business and cash party at the room, Sherman Hotel, March 13 for the benefit of American Hospital Linen Fund, with Edna O'Shea as hostess. Mrs. Anne Dootan is in charge of tickets. After the regular meeting cake and coffee were served. The next meeting will be held, with Mrs. Henry Belden and Mrs. Viola Bluke as hostesses.

Waughn, William Crockett, Gus Forster, Harold Barlow, and Powell Leonard, now in the service, were at the party. There was here on furlough, and George LaBue.

Pacific Coast Showmen's Assn.

623½ South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, Feb. 26.—At the regular Monday night meeting, those to promote the Los Angeles World's Fair following the war were discussed. On the program were Ed Walsh, president; Ted LeFors, second vice-president; Bill Meyer, fourth vice-president; and Charles W. Nelson, secretary. Sick committee reported that Brother Ben Dobbert is now able to receive visitors. Floyd Scoonover and Marcello were inducted by Chaplain Paul Ludwig.

Among visitors who gave brief talks were Brothers Rommel and Clarence Bovee. Brother Eddie Brown suggested that an exploitation campaign be started to maintain interest in the proposed world's fair, and the secretary was instructed to take up the matter with Ray Smith, manager Downtown Business Men's Association. Paul Ludwig suggested that some sort of direction be created for the regular meetings in order to make them more stimulating and interesting.

Lion's head produced \$3.04 for the 1943 Christmas Dinner Fund. Award netted \$7.50 for the club and a similar sum for Brother Frenchy Lurie, a first-time winner. Refreshments and lunch were served.

Ladies' Auxiliary

Margaret Farmer's benefit party was held February 10 in the clubrooms and a good crowd attended. Bingo and cards were played, with Nina Rogers and Fern Chaney doing the bingo calling. Mark (See PCSA on page 36)

Dodson's World Fair Shows

WANTED FOR SEASON 1943

OPENING TYLER, TEXAS, SATURDAY, MAY 1

Manager for Hixson Show who has illusions (I have complete outfit). Will also place Glass House or any fair show that gets money. Motor Drums or any money-making Show. Will place Spillfire Ride or any new ride not conflicting with what we have, will furnish wagons for same. Will place any legitimate Concession. Will sell exclusive on Cook House and take privilege each week in meat tickets. Concession Agents for Wheels and Grid Stores, address George A. Colman, 743 N. E. 80th St., Miami, Fla. Freaks and Working Act for finest featured Side Show on the road (salary out of office but managed by Jack Cramer). Freaks and Acts interested, address Ray Cramer, 4109 Bryant St., Dallas, Texas. Girls for Girl Show, address Mrs. R. J. Percy, 1611 S. Main Street, Houston, Texas. Can place several first-class, color Ride Foremen for offer-owned and Ride Train Help, West Train Help, and other attractions. See me for more details. Smith. Will pay top salary to first-class Designer and Builder that can handle lot. Can use Boss Canvasman for Girl Show and Minsler Show Men that can do repair work if necessary. Will place Working Men in all departments. Top salary and best of treatment. Will place fifteen-dollar Bond for season. Will place attractive Concession Truck to do street advertising, one that can do repair work on sound equipment.

Address DODSON'S OF THE FAIR SHOWS, P. O. Box 743, Tyler, Texas

Wanted For SEAN VIEW PARK

NORFOLK, VIRGINIA

WORLD'S LARGEST DEFENSE CITY
OPENING APRIL 1 — CLOSING LATE NOVEMBER

Men and Women Concession Agents wanted for Merchandise, Slum, Wheels and Fishers. Want two Scenic Artists; top salary.

Counter and Griddle Men for 5 Large Restaurants and Dancing Pavilion
Waitresses and Hostesses — Working Men in All Departments

Wire or Write

ART LEWIS & JACK GREENSPON

Suite 259, Hotel Monticello, Norfolk, Va.
CONCESSION AGENTS WHO FORMERLY WORKED FOR
JACK GREENSPON PLEASE WRITE

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., Feb. 26.—Weekly meeting was called to order by Second Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. Charles Fennell, manager, Yocum, Joseph, Wadsworth, Kan., lettered appreciably for the playing cards sent to the inmates by the club. B. E. (Slim) Wadsworth, a hospital at Mount Vernon, Mo., also lettered. Several members spoke for the good of the order.

Members at the meeting included Morris Ventling, John Cusick, George Bargent, Chester I. Levin, Frank Melow, Clay J. Weber, Ivan Mikolodov, George Hows, A. C. Wilson, George Carpenter, Roy Marr, L. K. Carter, Ben Spencor, Jim Taylor, Elsie White, F. W. Deem, Noble C. C. Cramer, Donny, and Frank Delmaine, Sam Baughman, Roger C. Hancy, Alvinne Moore, Buck Ray, F. W. Buehler, Spike Wagner, Boote Wafford, Lloyd Anderson, Joseph Bowen, C. C. Hufelshagen and Pvt. Mike Busbeck, who is in hospital for his war-time relatives.

W. Frank Delmaine went to Joplin, Mo., on business. Mike (Buck) Kogan reported that he will be the third Auditor. Circus this season, Charles Rott, Blite Exposition Show, were present on business. Viola Phury, president Ladies' Auxiliary, will be a toastmaster at Menorah Hospital. She left the hospital February 13. Constitution and by-laws are being printed and will be mailed to all out-of-town members soon.

Banquet and Ball Committee reports it is about ready to start its campaign for the annual event which will be held as usual on New Year's Eve. Club has 18 members in the armed forces.

Ladies' Auxiliary

Regular meeting was called to order (See HASE on page 36)

3000 BINGO

No. 1 Cards, heavy white, 5¢. No duplicate cards, cards in all 1000's, printed tally.
Flat wood markers, printed 2 1/2" x 1 1/2", 10¢.
SB cards, \$3.50; 75 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 100 cards, \$5.25; 200 cards, \$5.50; 200 cards, \$5.75; 400 cards, \$6.00; 400 cards, \$6.25; 800 cards, \$6.50; 800 cards, \$6.75; 1600 cards, \$7.00; 1600 cards, \$7.25; 3200 cards, \$7.50; 3200 cards, \$7.75; 6400 cards, \$8.00; 6400 cards, \$8.25; 12800 cards, \$8.50; 12800 cards, \$8.75; 25600 cards, \$9.00; 25600 cards, \$9.25; 51200 cards, \$9.50; 51200 cards, \$9.75; 102400 cards, \$10.00; 102400 cards, \$10.25; 204800 cards, \$10.50; 204800 cards, \$10.75; 409600 cards, \$11.00; 409600 cards, \$11.25; 819200 cards, \$11.50; 819200 cards, \$11.75; 1638400 cards, \$12.00; 1638400 cards, \$12.25; 3276800 cards, \$12.50; 3276800 cards, \$12.75; 6553600 cards, \$13.00; 6553600 cards, \$13.25; 13107200 cards, \$13.50; 13107200 cards, \$13.75; 26214400 cards, \$14.00; 26214400 cards, \$14.25; 52428800 cards, \$14.50; 52428800 cards, \$14.75; 104857600 cards, \$15.00; 104857600 cards, \$15.25; 209715200 cards, \$15.50; 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CIRCUS RINGLING FEARS

New Cole Act By Palamios

LOUISVILLE, Feb. 26.—Altho horses of all types have been with Cole Bros., Circus, since 1920, the company has always stated a preference for Palamios. During the Western tour of the show last year it purchased a pair of Palamios to augment his string. Paul Nelson has been breaking them this winter, and Terrell stated that center ring would be entered by three sections in order to accommodate the largest Palamio Liberty act the show has ever carried.

John Smith has been breaking a new black-and-white Liberty act in quarters and also breaking new menage horses and training last year's ballet girls to ride menage. Malton Campbell, who is working the morrel Liberty act, has broken a 32-pony drill.

Work at quarters is ahead of last year's schedule, with crews in all departments. Yellow Burnett, who opened paint shops on February 8, has turned out oil clogs and has started on baggage wagons.

Joyce To Direct Russell's Array

LOS ANGELES, Feb. 26.—With a crew of carpenters, painters and electricians overhauling and redecorating rolling stock under the supervision of George Werner, lead superintendent, preparations are well under way for the West Coast tour of the Russell Circus, which has its quarters at the former Bell Co. 3000, 3800 North Mission road.

Joyce, well-known West Coast showman, had been engaged as equestrian director and will have charge of one of the most extensive and diversified big-top programs ever carried by the show. Topping animal attractions already booked will be Walter Jenner (elephant), Leon Buday (lion). The horse department will again be featured by Jorgen M. Christiansen and His Argentine Criollo Liberty horses, which attraction was the highlight of the 1942 program.

Other acts already booked are Miss Aerials (Eliel Jeanier), who will offer her single trapeze routine; the Acevedo, tightwire and Juggling the Execution, perch; Flying Bombs; Crouch; Duo tightwire and head and toe catches; DeKobé troupe, hand-balancers and jugglers; Madame Morse and her pair, dog and pony revue; Bassett and Bailey, acrobats, and the Ringling Dancers, rosin-bug act with high-school coaches.

Alex DeBeers, artist, has a crew re-decorating cigs, wagons, ticket boxes and ring curbs. New equipment is arriving in quantities to carry the new menagerie stock recently acquired by Manager R. N. O'Hara.

Deliveries of the new marquee and section top are expected early.

Side Show will again be in charge of William E. DeBarrie, with Mrs. DeBarrie presenting her trained Australian cockatoos as one of the attractions.

Mp's Shrine Starts Sale

MINNEAPOLIS, Feb. 26.—A concerted ticket drive is under way at the annual Shrine Circus here, opening on March 1 in Municipal Auditorium, said Potentate J. T. Chagnon of Graham Temple, head of arrangements. To facilitate better handling of traffic and not tie up the facilities of the workers, the sale will begin at 1 p.m. instead of 2 p.m. as in past years. Noel Van Tilburg, recognized as one of the best ticket men in the carnival; Living Silver Stites; Terrell Jacoby, wild animals; Hubert Costello, Circus Crest; Fred Fisher, high school; Francisco, high music; Motorcycle Ben; Flying LaForns; Poodles Hanneford, fairy, riding act; Six Willys, jugglers; Captain Heyer's menage horses, and numerous clowns. Ivan Graves is in charge of publicity.

Near-Capacity For HM in DC

WASHINGTON, Feb. 26.—Under auspices of Almas Shrine Temple, Hamilton-Morton Circus concluded a successful seven-day engagement in Union Arena here on February 14. Show played to near-capacity nightly, with \$180 sign set on Saturday and a turnkey house on Sunday. Good streetcar and bus service benefited the show.

Stu Jones and His Madison Square Garden Band. Program: Clyde Beatty's group of lions and tigers; Peckay Higgins, bicycle act; Bill Marks and his acrobats; Silver Stites, clown, funny Austin; Herb Taylor's Comedy Four; Rice-Davidson Trio; Harry Rittley, table rock; Harriet Beatty, tiger riding elephant; Winilo Coloney, double traps; Ed and Jennie Holomey, singin' traps; Miss Orton, Spanish verb; Florence and his dog; Kinko, contortion; Stanley Beebe's Bees; Roland Tibber's Snails; Kinko and his peepers; polo; George Harnford Family, riding act; American Eagles and Gibson's Hollywood Sky Riders; Clyde Beatty and his acrobats; Glenwin; Emmet Kelly, Bumpy Anthony, Silvers Johnson, Florence, George Smith, Henry Emerson, Bobby Dekes, E. Hando, Harry Rittley, Billy Rice, Jimmy Davidson, Herb Taylor and Herb Taylor Jr. Program was under direction of Bob Morton, assisted by Len Humphries. H. P. Foley was chairman of the circus committee.

Friday night's performance was attended by members of the British and American Legations, the press, city commissioners. Dr. William Mann, director of National Zoo, visited often.—Reported by Len Humphries.

Canton Club's Round-Up Attended by 150 Guests

CANTON, O., Feb. 26.—Honoring Charles Siegrist, veteran circus aerialist, the Canton, O. Round-Up, staged for 150 guests attended the fifth annual Spring Round-Up and Victory Banquet at the Hotel Edison here on February 14. Principal speaker was L. J. Smith, Massillon school superintendent, who. (See CANTON SHOW CLUB on page 33)

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

AGENTS busy

AT COMPLETION of Cleveland Grotto Circus the Horton troupe is engaged for Shrine circuses at St. Paul, Minn., and Lansing, Mich.

MENTION a name and date of the old-timer gets historical.

JOHNNY TRIPP, clown with the Ringling Bros. Circus, is in Chicago just week, stopping off on his way from Washington to Milwaukee, where the show is playing this week.

MANY present-day trouper never heard of a chandelier wagon or a "cham" wagon.

LEN HUMPHRIES, one of Bob Morton's right-hand men, is in Chicago just week, stopping off on his way from Washington to Milwaukee, where the show is playing this week.

PUTTING in a hard season by doubling in every department pays a rich reward—being recognized as a real trouper.

HUBERT CASTLE writes from Indianapolis: "After closing with Worcester and Springfield, I am going to tour with the boys of Hubert Castle Tent, CFA, at Ulen and Hartford, N. Y."

REMEMBER when advance cars were decorated with pictures of chariot races and animal jungle scenes?

CLYDE BEATTY, who is said to be

E. W. ISLIM SOMERS, formerly assistant superintendent of concessions with Downie Bros., and Rebins' circuses, and who at the time of his induction last May was in the concession department of Cole Bros. Circus. He recently was made corporal in the air corps and is stationed at Merrifield Field, West Palm Beach, Fla.

Great Olympia Is Booked for Detroit

DETROIT, Feb. 26.—With the annual Shrine Circus here postponed for the first time in a quarter century, until probably June, Detroit will have on indoor circus after all this spring. It was learned this week that Fred M. Haver, manager of Olympia. Latter spot, which is being considered for a Shrine show next winter, has signed for a return booking of the Great Olympia Circus, which played 10 days here last spring. Length of run will be the same.

Acts will be the same as those playing the indoor show of the same time in Chicago, and the Detroit date will follow Chicago, if that, probably about the end of April. Show is being booked by Barnes-Carruthers, thru Sam J. Levy, who booked last year's show, first of its kind to play Olympia.

working on plans for a show of his own, spent several days in Chicago last week, then made a quick trip to Akron via plane before opening at Milwaukee with the Hamid-Morton Circus.

WHEN they had nothing else in mind early-day circus posters dwelt on the crack, supposedly made by a yard switchman: "Bump 'em hard, Bill. They're circus slugs."

JAMES DEWEY, general agent for "Mile Bros." Circus, letters from Chicago: "O. S. Show will again play under auspices this season. Will soon return to Cleveland to work out publicity details and other matters with Owner-Manager Jack Miles."

FAMILIAR scene on hot nights: Troupers, sitting on the piles near the coaches, roasting over the blower while waiting for a highball whist.

EMIL PALLENBERG JR. and Sonny Moore probably are the first circus people to have appeared with their animal programs on a television program. During the run of Polak Bros. Circus at the Shrine auditorium in Chicago a broadcast over the Balaban & Katz television station was arranged, and the subjects chosen were Pallenbergs' bears and Sonny Moore's performance dogs.

ON rainy nights we often heard department heads mean: "Why? Oh! Why? Did I break that pole handle?" Tough going (See Under the Marquee on page 33)

Ringing Top Is Six-Pole

SARASOTA, Fla., Feb. 26.—Another tradition with the Ringling circus, the six-pole big top, will be back with the show when it opens under canvas in Philadelphia on Decoration Day. General Manager George W. Smith announced this week.

Marking a further swing from the modernistic trend of recent years, work is under way in getting into the big tent, the main support of which will be six center poles and which will provide space for three rings, two stages and the hippodrome track. The six-pole layout contrasts with the "modernized" tent with four center supports and only three rings which was used for four seasons on the theory that it brought crowds and performers together in "mere intimate style."

Decision to return to the original Ringling-type spread was reached by Robert Ringling, the vice-president, and Aubrey Ringling and Mrs. Charles Ringling, two of the circus owners and Vice-presidents. The decision was the home lot supervising preparations for the premier in New York's Madison Square Garden. The Ringling Bros. announced in Polity for the first stand under canvas in another departure from the schedule of recent years. For several years Ringling tents went up for the first time in Baltimore and before that it was Brooklyn.

New Top for Gorillas Used on the Flying Horse last season, the poleless menagerie tent housing the gorillas, Gargy and Koto, will be discarded this season, to be displaced by a (See Ringling Six-Pole Top on page 33)

Polack Gate Rises In Louisville; Sale Is Fair for Cincy

LOUISVILLE, Feb. 26.—Polack Bros. Circus opened here on Monday to more than 100 people. Show is here for Kosair Temple Shrine in the Army. It is expected attendance will pass the \$200 mark by March 1, closing day. Hampered by a cold snap on the first few days, attendance has gone up with the thermometer. This is Polack's fourth appearance for the Shrine here.

Show was well presented as indicated by receptive audience. In new acts have been added, Capt. Dick Clemens and "His Cage of Fury," thrilling animal act. The Flying Horse, which climaxes in an aerial performance. Clayton Dehee topped the set with a triple, over the Black Brothers, panto clowns, were laugh-getters with their antics in a boxing exhibition and acrobatics. Klippert, Mike and Harris, clown number, added much.

La Terris thrilled with her boot kicking. Reddy and some other maneuvers on a board balanced on a cylinder. Carlos Carreon presented his menagerie to be shown in Memorial Auditorium here on March 22-27, are being handled from booth on downtown Louisville with good results. See Polack White, manager-promotional director, slightly a \$100 War Bond will be given Louisville. See Polack White, manager-promotional director, slightly a \$100 War Bond will be given Louisville.

White, manager-promotional director, slightly a \$100 War Bond will be given Louisville. See Polack White, manager-promotional director, slightly a \$100 War Bond will be given Louisville.

White Producing Show

GHATTANOAGA, Feb. 26.—Advance ticket sales for Junior Chamber of Commerce circus to be shown in Memorial Auditorium here on March 22-27, are being handled from booth on downtown Louisville with good results. See Polack White, manager-promotional director, slightly a \$100 War Bond will be given Louisville. See Polack White, manager-promotional director, slightly a \$100 War Bond will be given Louisville.

UNDER THE MARQUEE

(Continued from page 27)
last season was, we didn't see any of 'em join the back-to-the-army movement.

IRA MILLETTE letters from Kensington, Conn.: "Miss, Mrs. Ruth Millette, Mrs. Maud Millette and Mildred Millette are working in war plants in New Britain, Conn. Jimmie Millette is in the navy, my daughter, Penny, is too young for plant work and is a telephone operator there, handling army calls."

An indoor circus peeps agent not only gave the show's stellar performance as a reason for its big attendance but the fact that its location was on a street and bus lines. Location is the thing that will count the most this year.

KAY FRANCES HANFORD celebrated her 10th birthday anniversary following the Saturday night performance (February 13) of the Hunt-Morton Circus, presented by the Almas Shrine Temple of Washington. In honor of her birthday Miss Hanford was permitted to lead the opening tournament, and after the show the company gathered in the Hanford dressing room to enjoy cakes and ice cream.



IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

CORP. JAMES BENTON, formerly with Morone, Donova and Morris troupes, metropolitan carolite, is with Company B, 2d Battalion, 608 Parachute Infantry, Fort Benning, Ga.

RICH BARNESDALE (Great Bear), former high-pole performer, who is on duty somewhere in the Pacific zone, "Have been promoted to boatswain mate second class. It's great to read *The Billboard*, tho often a month old."



STROUD E. HESTER, formerly with the Ringling show, is now on a subscholar doing duty on a Eastern sea frontier.

WANTED—PHONE MEN!

WICKETS—BANNERS—PROGRAM.
Long season Shrine Circuit Dates. Write today.
HENRY COBERT, Jeffs, Missouri, Altona, Pa.

NIPPO THE CLOWN

Now Booking for 1943.
At liberty after spend 10 years work completed on *Lady in the Dark* at Paramount Studios. Write or tele NIPPO THE CLOWN, 638 South Westminster, Los Angeles, Calif.

WANTED

For Catalogue Whaling Co. (One Year Referral Show) starting March 13th. Man to do Fourth or Fifth and Sixth ending First, strong enough to follow that. Ask for Hattie Mae, keep name in reply and get it up and down. Tellers, Lecturers, Answer by Catalogue. Don't Ticker, Rural Sales, 1000 Whaling Co., Box 1305, Jackson, Mississippi.

CANTON SHOW CLUB

(Continued from page 27)
stressed importance of the showman providing recreation and bolstering morale. He was introduced by C. P. Lantzer, Massillon, recently named a member of the State Board of Agriculture and also a director of Stark County Agricultural Society. Lantzer eulogized the three club members who died since the last annual session and its eight members who are now with the armed forces.

Sterling (Duke) Drukenbrod, club president and general chairman, who welcomed the guests, traced the history of the club to its inception five years ago and introduced six of the original group present. He pledged support of local wartime activities in behalf of the club and spoke briefly on prospects of the coming outdoor season. Congratulatory words came from other troupe groups and from members living at distant points.

Entertainment included an ensemble and ballet numbers by Evelyn Mae Drabbe, who recently concluded a USO unit; Prof. Shrimph, magician; Nancy Lee, dancer; Ted the Accordion Man, Helen Preston, vocalist, and William Stewart, emcee, and Harry Woodfield's orchestra.

Following concluding the event, Ted Depplish, club photographer, displayed his circus poster collection. Favors for the party were thru the courtesy of A. D. Michele, president of the Hudson Fireworks Display Company, of Hudson, O.

In addition to Chairman Drukenbrod, committee in charge of arrangements included Ralph J. Peters, John Drabbe, Glen Z. Wagner, Jack McWhitty, Morgan Johnson, Ted Depplish and Rex McConnell.

POLACK IN LOUISVILLE

(Continued from page 27)
with a Library theme. Sidney Moore's male act went over big, as did his trained dog presentation. Pickard's seals, trained by Harry E. Pickard, brought good applause. Hubert Gustie's dancing on the wire scored. Clown Alley featured Jack Kilpelt, Ed Haymond, Dennis Stevens, Jack Kennedy, Diane Wilson, Frank Feholt, Frank Prevost and Wilkey Harris. Nate Lewis is doing clowning and Dennis Howard is superintendent.

On Tuesday Moses and Mary Ann, elephants, were "special guests" at their birthday party, complete to a birthday cake. Al Sweeney, publicity director, played host. Several hundred children from George D. Prentiss School were guests, ceremony being broadcast over WHAS.

For J. Polack left after the second day's performance for California in behalf of show. The circus will be in Sacramento in April.

CINCINNATI, Feb. 26.—Sam Polack, who is handling the promotion date for the Polack show here week of March 8, said advance sale had been fair. Many of the acts that were in Louisville will be presented here.

RINGLING SIX-POLE TOP

(Continued from page 27)
pole-supported tent or canopy which officials said was more practical because it could be handled by fewer men in faster time and possessed an added safety factor.

Cutting work on the big top is being supervised by Leif Omsundson, boss of the tent manufacturing department. All work will be done in quarters.

Announcement was made during the week of the appointment of Archie Blood as boss of the quarters cooperative. He is a brother of George Blood, Ringling steward.

Evans Reports March 1
Word was received from band leader Morte Evans that he would report here on March 1. He resigned on February 13 as director of Hyatin-Simmons University Cowboy Band at Abilene, Tex.

Line-up of department heads, other than the front office, includes George Blood, steward; William Yeske, mechanical and blacksmith; John Sabo, manager; Frank Fizzell, elephants; David Blanchfield, trucks; Robert Forsythe, ring stock; Ray Milton, train; Leif Omsundson, tent; Leif Omsundson, ushers; George Escalera, side-show canvas; Edward Versteeg, electrical; Ronald Watson, wardrobe; Leonard Aylesworth, canvas; Edward Gallagher, sleeping cars; Michael Carey, paint; Margaret Graham, wardrobe mistress; and Leif Omsundson, tent manufacturer.

RINGLING BROS. and BARNUM & BAILEY

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WILLIAM YESKE, Mechanical Supt. and Blacksmith

JOHN SABO, Supt. of Menagerie

FRANK FIZZELL, Supt. of Elephants

DAVID BLANCHFIELD, Supt. of Trucks

ROBERT FORSYTHE, Supt. of Ring Stock

RAY MILTON, Supt. of Train Dept.

RALPH LILL, Supt. of Property Dept.

JOHN CARSON, Supt. of Ushers

GEORGE ESCALERA, Supt. of Side Show Canvas

EDWARD VERSTEEG, Supt. of Electrical Dept.

RONALD WATSON, Supt. of Wardrobe

LEONARD AYLESWORTH, Supt. of Canvas

EDWARD GALLAGHER, Supt. of Sleeping Cars

MICHAEL CAREY, Supt. of Paint Dept.

MARGARET GRAHAM, Wardrobe Mistress

LEIF OMSUNDSON, Supt. of Tent Manufacturer

Talented and Pretty Show Girls and Clowns please communicate with PAT VALDO, Director of Performing Personnel

GEORGE W. SMITH

General Manager

(1943 Season Opens Friday Night, April 9, In Madison Square Garden, New York City)

RUSSELL BROS.' CIRCUS

OPENING APRIL 1ST — LONG SEASON

Wants for Season 1943: Side Show Acts, Fat Girl, Fat Man, Midgets, Armless Wonder, Giant, Novelty Musical Acts, Hawaiian Troupe, Minstrel Show or any other Acts suitable for Side Show. Ticket Sellers. Margaret Ann Robinson, write.

Few more Acts for Big Show. Dutch Orton, write.

Write or Wire
ROBERT N. O'HARA

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SIDE SHOW PEOPLE

Can use Freaks—Working Acts of all kinds. Ticket Sellers—Inside Lecturer—Magician, etc. Long season on West Coast. State salary first letter. Top pay to top attractions. Answer per route or care of Pacific Coast Showmen's Association, 623 1/2 South Grand Ave., Los Angeles, Calif.

Cal Lipes, Side Show Mgr.

MIGHTY AMERICAN CIRCUS

AREA

(Continued from opposite page)

says he will take a long rest after terminating his connection there March 31. He may rest a while, but one of his energy and ability will find that loafing will soon pall and he will get the urge to action again. George Baker, too, just cannot keep out of harness. It seems Upton to sit on the sidelines and watch the procession go by, but that ache for action cannot be too long suppressed. There is more pleasure in pursuit of leisure than in its possession. We wish them good fortune.

"Customer Right" Is Out

Department stores are going on record against the old saw, "the customer is always right." They just cannot afford to adhere to the old phrase in these times. And they say a lot of it will never be restored. One of the days when a woman can order a gown on approval, wear it to a bridge party and return it the next day. Some amusement parks have had equally uneconomic practices put over on them. Strenuous times make better business men of us all.

BIRTHS

(Continued from page 27)

Hollywood Hospital, Hollywood, January 14. Mother is the former Mary Jo Matthews of the films; father is a talent agent.

A daughter to Mr. and Mrs. Melvin P. Morrison recently. Father is manager of Strand Theater, Dover, N. H.

A daughter, Maureen, January 6 at Jewish Hospital, Cincinnati, to Mr. and Mrs. Rounlo Mansfield. Father is the WWI vet and for the last seven months singing encores with the Joe Brown of '43 at Hotel Metropolitan Plaza, Cincinnati. Mother is the former Harriet O'Day, dancer.

A daughter, Annette, to Mr. and Mrs. Frederick Durocher January 14 at Dr. King's Hospital, Bay Shore, L. I. Mother is Sylvia Saunders, night club dancer, and father is superintendent of Jackson Theater, Jackson Heights, L. I.

A son to Mr. and Mrs. Harry R. Sokolov at Cedars of Lebanon Hospital, Hollywood, January 22. Mother is the former Maxine Reimer, film actress.

A son to Mr. and Mrs. Sidney de Aze-

vedo at Hollywood Hospital, Hollywood, January 14. Mother is Alyce King, of the King Sisters with Artie Ray orchestra. Father is in the army.

A son, Jay, to Mr. and Mrs. Lloyd Nolan at Cedars of Lebanon Hospital, Hollywood, February 1. Father is an actor.

A daughter to Mr. and Mrs. Howard Debaugh February 2 in Chicago. Father is the son of Dan Debaugh, manager of the Chicago office of Ringling Bros. and Barnum & Bailey Circus.

A son to Mr. and Mrs. Mitt Kedion January 23 at Temple Hospital in Philadelphia. Father is former orchestra leader and mother is the former Judy Shinn, model.

A son to Mr. and Mrs. Jake Bilben January 23 at Jewish Hospital, Philadelphia. Father, former agent in Philadelphia, is now manager of the News Theater, that city.

A son, Harry Jr., to Corporal and Mrs. Harry (Doc) Bagby January 20 in Philadelphia. Father, former orchestra leader in Philadelphia, is now in the army at Alderden, Md.

A daughter to Mr. and Mrs. Adolph Goodman January 24 in Philadelphia. Father is manager of the Cluth Ball, Philadelphia.

A son, Drew Alan, to Mr. and Mrs. Healey Faulconer at Victoria Hospital, Miami, January 31. Mrs. Faulconer is the daughter of Mr. and Mrs. Claude Woods, well-known carnival showfolk.

A son to Mr. and Mrs. Mark (Charly) Graham in Victoria Hospital, Miami, January 22. Parents are concessionaires with Central Amusement Company.

A son, Robert Richard, to Mr. and Mrs. Bob Eberly in New York January 16. Father is a singer with Jimmy Dorsey's orchestra. Mother is the former Florine Callahan, show girl.

A son to Mr. and Mrs. Lester Brown February 3 at Broad Street Hospital, Philadelphia. Father is a pianist.

A daughter to Mr. and Mrs. Sam Lahn February 3 at St. Agnes Hospital, Philadelphia. Father is saxophonist with Jos. Frascio's orchestra at Station WPT, that city.

A son to Mr. and Mrs. Eddie Roeker February 3 at Merchantsville (N. J.) Hospital. Father is stage and radio actor.

A son, David Mathew, to Mr. and Mrs. George Antoniak in Bridgeport, Conn., January 29. Mrs. Antoniak is secretary at the Ritz Hotel, Bridgeport, while the father is with the 3d Signal Service Company, Boston.

A daughter, Bula Dilday, to Mr. and Mrs. J. S. Chapman in Memphis February 7. Father is Jack Chapman, misery and vaude emcee, and mother is also a performer.

A son to Mr. and Mrs. Arthur H. Rossen at Hollywood Hospital, Hollywood, February 10. Mother is the former Odette Bray, of the Bray Sisters, Hawaiian dancers. Father is a cameraman.

A daughter to Mr. and Mrs. Danny Brittain recently in Buffalo. Father is music director and orchestra conductor at Station WBBN, Buffalo.

A son to Mr. and Mrs. Cliff Jackson recently in Buffalo. Father is member of the Three Treys, instrumental and vocal trio, appearing currently over Station WBBN, Buffalo.

A son, Gerald Irvin, to Mr. and Mrs. J. A. Morey January 11 in Brunswick

Hospital, Brunswick, Me. Father is a concessionaire.

A boy to Mr. and Mrs. Abel Finn. Mother is daughter of Mrs. Conchita Pope.

A son to Mr. and Mrs. Henry Kaldheim at Henrotin Hospital, Chicago, February 10. Father is a theatrical artist in that city.

Divorces

Aszoda Newman, portrait artist, from Walter Scott Cotton, stage and screen actor, in Hollywood January 15.

Jean Gabin, French film player, from Miss Dorayne, film actress, January 23 at Nice, France.

Dwight Franklin, motion picture art director, from Mrs. Mary Pimlin February 3 in Reno, Nev. Mrs. Franklin writes under her maiden name of Mary McCall.

Lana Turner from Stephen Crane February 4 in Los Angeles.

Dorothy Duffing, burlesque dancer, from Herbert Barff, comedian, in Los Angeles, February 11.

Edna Marie Skilton from Richard (Red) Skilton, radio and screen comedian January 11 in Los Angeles.

Martha Stephenson Kemp Maturo from Victor Maturo, film actor, February 9 in Las Vegas, Nev.

Helea Senter, vaudeville, from Boyd Senter, orchestra leader, in Detroit, February 3.

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PROVIDENCE, R. I.

WANTED FOR SEASON

LAST OF APRIL TO LAST OF OCTOBER

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WILL LEASE SPACE OR BUY THESE RIDES

The Brightest Spot in the Nation -- A Playgrounds for Navy and Army Men -- 40,000 Enlisted Navy Men and 12,000 Officers Here at the New Training Station--Farragut and Spaulding's Large Army Posts Just 32 Miles from Here

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NOW BOOKING FOR 1943 SEASON

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CATERPILLAR -- ROCKET RIDE
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Want for South's Greatest Defense Center. Will place Rides and Concessions and will give exclusive: Photo Gallery, Peanuts, Popcorn. Will book Side Show with your own outfit. Would like to hear from Nora Snodgrass, Harry J. Shy, John Pattie, Louise Augustine, Jimmie Davidson, get in touch with me. I have fifteen acres--plenty parking space. Buses go right past park. 40 weeks in south's biggest boom town. MISS ELSIE FRANKS, Treasurer; JOE SHALER, Owner and Manager. All write or wire
JOE SHALER, ROUTE 6, MANCHESTER, TENN.

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Wants Scale and Age. Novelty Jewelry, Penny Arcade and any Game not conflicting. Agents. Want Roll-O-Plane Operator.
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NO DATE

Institute Concessions. Does not conflict with
Hollywood-Round, Kiddy Kids, Spring, Tilt, Wheel,
etc. amusements park in New York--big defense center
Want Every Amusement here, tent, to take care of
them. Want to buy Show Risk Piece and Tent
I have room.

ARLINGTON AMUSEMENT PARK

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OUR MEN NEED
* BOOKS *

SEND

ALL YOU CAN SPARE



Help a man in uniform enjoy his
leisure hours. Give your good
books to the 1943 VICTORY
BOOK CAMPAIGN. Leave them
at the nearest collection center
or public library.

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Compiled by I. B. KOFF — Communications to 1564 Broadway, New York City.

Few Merchandisers Close Up Due to Depleted Inventories

Some businesses closed because of labor shortage—
 WMPC edict may hamper whole industry further—business
 reported better this year with new lines used

ATLANTA, Ga., Feb. 26.—Depletion of inventories has not caused many merchandisers to close in the Southeast States, according to Roscoe Arant, regional business consultant, Atlanta regional office, Department of Commerce. A number of small businesses have closed either because the operators have been drawn into the armed services or have found more profitable employment elsewhere. In many cases competent help has been reduced to 75 per cent or 80 per cent of the former total. In addition to the loss of employees, increased costs in the purchase of higher wages further challenge the operator's ingenuity to keep his business going.

This situation has been existing throughout the entire country for quite some time. Merchandise men have been hampered, to a considerable extent, by the labor shortage. Your Man-Power Commission edict of "war work or fight" may even further cut the available labor supply. However, in an effort to offset the shortage, many merchandisers have been using women to replace men who have left for the armed services or for war work. For the present WMPC order will not effect men under 18 or over 38, which may mean enough labor to help meet the demand.

While salaries may have been increased because of the labor shortage, merchandisers aren't complaining. Business has increased to such an extent this year for firms having merchandise that the losses incurred haven't caused any marked difficulties.

Profits Higher This Year

Months ago merchandise men anticipated advancing prices and curtailed their inventory, hedged with the merchandise they could obtain or thought prudent to buy. These inventories are now being worked off. Merchandisers men realize that once many available items disappear from the market, the supply of those goods will be stopped for the duration. Smart merchandisers weren't caught short and have plenty of merchandise on hand to last them for quite a while to come. Other merchandisers men made quick switch-overs in their lines and report business to be good with the substitutes. Because there is a shortage of merchandise on the market today, any worth-while article will sell. Many merchandisers men admit they are hungry for items. As a result, jobs with merchandise to dispose of have been doing a landslide business.

Contrary to anticipations for many months, there has been no large-scale

mortality in business in the Southeast. In very few instances have merchandisers been forced out of business within recent months owing to financial difficulties, as registered by losses to creditors.

Merchandise men have found little difficulty in selling their goods and making collections. They report that due to shortage of inventories and the large amounts of cash in circulation, items that have been out of style and stored away for years have been placed back in circulation and sold without much trouble. For many merchandisers, cash balances are the largest in their history. Merchandise men have reported little or no bordering on a C. O. D. basis are now taking their cash discounts, and in very few cases are creditors left unpaid when businesses are forced to close their doors.

Substitutes Fill Need

The main reason for the unusually liquid position of business is the rapid disposal of inventories, with few difficulties, in some instances, of replacement. Some merchandise men have been forced to get articles to sell, but the mortality rate is remarkably low. Merchandise men have been able to overcome equally "insurmountable barriers" and they will probably do so again. There are always a certain number of people forced out of business for one reason or another. And probably those same people who claim they are folding up now because of lack of merchandise are really giving up the ship because of lack of ingenuity.

A growing number of firms are attempting to replace reduced inventories in their regular lines with new items. They are especially keenly interested on electrical appliances which they favor with the majority of bingos played by the consumers. Customers have now switched to selling non-priority items such as stuffed toys. These items are catching the public's fancy. People are more inclined to buy easily be changed by wise advertising and clever promotion, as well as good merchandising.

A Column for OPERATORS &
 DISTRIBUTORS of SALES-
 BOARDS, SALESCARDS and
 TRADE STIMULATORS.

by BEN SMITH

Out of the Mail Bag

E. A. of Denver, Colo., writes: "I am interested in getting started as a sales-board operator and distributor and would like to hear of any publisher who can give me some information on this subject and put me on the mailing list of various wholesalers in this line. I am particularly interested in putting out a board offering a single award to the individual selecting the special number shown, rather than the same (See DEALS on page 52)

How About It, Men?

We received a letter recently from a sales-board operator which we feel is touching in its appeal. We are, therefore, reprinting part of this letter with the hope and belief that many merchandise men will answer the S. O. S.

"I am trying to get the addresses of every civilian toy company that will sell us merchandise inexpensively or will make donations of suitable items that we can give as prizes in bingo games we wish to hold in this part of the world. We are stationed at a place where there is no amusement of any kind."

Merchandise men have, since the start of the war, been expending every effort to do their part. They are now being called upon to bring a little bit of happiness into the lives of those who are giving their all in an endeavor to bring victory and a lasting peace into this chaotic world.

These boys in this outpost deserve your help. They are unhesitatingly sacrificing their lives so we all can live in a better world when this war is cleaned up. The boys are entitled to a little bit of fun to help them try and forget the heartaches for a few moments. In order to relax in a part of the world where there is no form of amusement, the boys are looking for something to do to make the games more interesting. Please merchandise prizes. They are willing to contribute toward the prizes in these prizes. If necessary, address all communications to James M. Conner, Cpt. Sd. Navy, B170, care of Postmaster, New York.

Soldiers Increase Greeting Card Biz

ABERDEEN, Md., Feb. 26.—Novelty store workers stalled in army camps and post-homes report an ever-increasing demand for greeting cards by soldiers.

High demand on Valentine cards was so great that many stores were sold out ahead of time. Soldiers go for sentimental cards in a big way and are willing to spend 50 cents or a dollar for the card they want. According to reports, the boys in service arm't interested in plain simple cards but send the most elaborate and "mushy" ones they can lay their hands on.

Year-Round Demand

Soldiers don't send cards only on special occasions either. The business does increase around the holidays, but also at various other times during the year. Greeting cards often find the place of letter writing or "thank you" notes when the boys in khaki haven't the time to write.

Soldiers don't limit their selection of greeting cards to the girl friend. Cards are sent to the folks back home, former employers, civilian friends and comrades in the service.

Exchange of greeting cards has always been an important part of American life and business has increased tremendously within the last few years. In 1932 retail sales totaled \$60,000,000, or an 11.8 per cent increase over 1931.

Separation Helps

Undoubtedly the war has played an important role in boosting the greeting card business. Many men of war met their old ties to war in plants in other cities. In addition, the millions of boys who have been recruited for the armed forces are using greeting cards as a method of communication. It seems to many boys feel closer to those they left behind.

The boys go for glamorous cards—big ones with pictures of girls and things they can't express their sentiments in writing but pretty phrases on greeting cards do the trick.

Many novelty store owners put up



By JOHN CARY

The arguments pro and against bingo and the reasons why it should be banned or legalized are still waging through the country. Those interested in the quarrel are sitting on opposite sides of the fence. Public opinion, for the most part, seems to be in favor of legalizing the game while officials are divided on their sentiments.

We are reprinting herewith an editorial appearing in the 26 January 1943 issue of *The Wilmington (Del.) Star* as we feel it is pertinent to the facts involved.

The Editorial

"There are many people who will agree with former Attorney General James R. Morford's suggestion that our constitutional provision against gambling should be made to conform with legislation that will be enforceable and enforced. Says Morford: 'It is recognized by all that bingo games, bank nights, and similar arrangements, as well as the chancing of money or personal property (even War Bonds or Stamp Drives for religious or charitable purposes) are violative of this article.'

"I suggest that all of these matters be made the 26 January 1943 issue of *The Wilmington (Del.) Star* as we feel it is pertinent to the facts involved. The State strictly to enforce the present gambling laws and a sufficient number of officers for the purpose of enforcing the public treasury. Reasonable regulatory legislation will, however, in my opinion, be generally respected and may properly be made a source of substantial State revenue."

The editorial continued: "Many of the absurdities of our present attitude toward gambling are familiar to most people, but it is only necessary to refer to the various laws and regulations, the punishment of numbers writers into an actual scheme for enriching the city treasury to show how hypocritical is our pretended loathing of gambling."

"We do not expect the Legislature to act favorably on Morford's suggestion but we believe he is depicting a picture and forthrightness that ought to be followed by every public official when he thus boldly proposes what a large majority of citizens actually believe would be the best policy for the State to pursue."

"Merely to put laws on the books without enforcing them is to invite contempt of the law to enforce them may save the consciences of some people. We think it tends to expose all law to contempt."

Pennsylvania Bingo Bill

Another bill to legalize bingo in Pennsylvania has been introduced in the General Assembly. Measure, sponsored by Senator John A. McCaskey, of Des Moines, from Philadelphia, would permit the licensing of any church, fire company, social or athletic club, or other organization, for an annual fee of \$50, to conduct bingo games on their premises.

In addition to the \$50 fee, to be paid to the State Department of Revenue, another \$10 annual fee would be paid by the licensed organizations to the police or sheriff in whose jurisdiction they are located, according to provisions of the bill.

The measure was referred to the Senate Committee on Law and Order.

streamers reminding the boys of the various holidays coming up. This is smart business as it creates good will with the customers and increases the amount of sales.

Presenting THE WORLD'S GREATEST VALUES



502



503



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508



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EVERY ONE A CREATION OF OUTSTANDING ORIGINALITY AND BEAUTY! PROVEN MONEYMAKERS! LARGEST OPS CASHING IN NOW—GET SET FOR SPRING! THE BIGGEST VALUES IN HISTORY FOR PROMOTIONAL PREMIUM MERCHANDISE! WRITE! WIRE! PHONE! GET OUR PRICES QUICK! IMMEDIATE DELIVERIES!

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GOODRICH HONES TOP THE FIELD
300%-500% PROFIT

Pitchmen, window workers, jobbers, etc. Plan demonstration sells, too fast, to the boys in camp and to every self-starter. Made by the Goodrich Co., Inc. 1943—your conviction statement. Each \$10.00. King Silver DeLuxe Box. Sample free. Low cost price.

GOODRICH, 1800 W. Madison St., Dept. BG-2, Chicago, Ill.

Popular Items

Simulated Silver Fox Jackets

Sol Raphael, well-known furrier and originator of manufactured furs designed for salesboard and other premium plans, has introduced what he terms "the nearest thing to a genuine silver fox jacket." It is designed and patterned after the more expensive furs and the Raphael firm states that it is a durable garment. The article looks like a natural for salesboard, bings and should especially appeal to those familiar with the handling of fur sales.

NoVELTY Knife Racks

Knock-on-Wood is featuring novelty wooden knife racks that can easily be cleaned. The racks come in two styles. Each rack holds five knives of various lengths. The knives are easily placed in slots where they are safely out of the way and will not become dislodged from the holder. Holders are finished in attractive colors.

Victory Bombshell Shakers

Leo Kaul Importing Agency, Inc., reports it has a big stock of victory bombshell salt and pepper shakers and can fill orders promptly. The item is shaped like a bomb and is made of a molding composition in red with white and blue trimmings. The shaker stands 2 1/2 inches high and has a big V inscribed on it.

WANTED

Eastman D. P. 250 Ft. Roll Paper. Pay \$30.00 Three Inch—\$50.00 Five Inch. Unbroken Packages—Good Dating.

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Noosho, Mo.

GLAMOROUS FUR COATS

Jackets and Boleros

Make Your Selection Direct From My Factory. Carry a full line of distinctive 1943 styles including Persian, Hudson, Shant, Fox in all shades, Mink, Kid skin, Sealine, Beaver, etc. as a whole.

\$5.50 UP

Bony and every other Fur from WRITE immediately for new illustrated catalog and price list, just off the press. It is FREE. Manufacture Furrier, 230 Brien Seward, South Ave. (Dep. B) N.Y.C.

COMIC CARDS

Over 85 Cards and Folders, all in 4 to 6 color. Cost as low as \$25.00 a thousand with envelope. All are fast 10c sellers. Good 15c for sample cards and folder.

M & N CARD CO.

1033-1035 Mission St., San Francisco, Calif.

MONEY BELTS

For Servicemen or Civilians in Big Demand—Now!



B25L6—Zipper Money Belt. Khaki water repellent twill. 10 1/2" long. Per Dozen \$8.50
B25L13—As Above in White for Navy, Per Dozen 8.50
B25L1—Khaki Two Pocket Money Belt No Zipper. Per Dozen 4.50
Send \$2.00 for Sample Each of Above

Postpaid.
JOSEPH HAGN CO.
Wholesalers Since 1911
223 W. Madison St., Chicago

PAPER MEN

Get the oldtimers in Millwrights State on good paper and map deal. Best in the business.

ED HUFF, 6418 Philip, Dallas, Texas.

READING TABLES IN FUR COATS

LOWEST PRICES CARPET & SCARFS

ALL GENUINE FURS! One of the best values in the fur world. We are the greatest variety of fur in the world. All sizes. Write for FREE NEW CATALOG. LQI! Largest and most colorful fur and dress goods. Guaranteed or money refunded. Some delivered.

TI. M. J. FUR CO.
150-B West 24th St., N. Y. C.

dropped into Memphis recently. Slim has been out of the pitch business for two years and is now representing a West Coast manufacturer, Stanley says that Slim hasn't lost his flair for picking up the long green.

IT'S ABOUT TIME you get set for the spring, huh?

ARIZONA BILL . . . is working at McElhenny's of jam fame, in working at McElhenny's in Memphis with blues guitar and static eliminators. Bill, Stanley Naldest and Slim Rhodes cut up Jackpots recently in a session at the Calhoun Hotel there.

LAZY PEOPLE never look for a break because they realize they'll never find one.

JACK DILLON . . . who once pitched old and used thru Ohio and Indiana, has been on the West Coast several years running a Ben Vita demonstration in a Los Angeles department store. It's a decade since the Midwest saw Jack and in that time he's grown a flowing mane guaranteed to attract the attention of his hip. He is now writing and publishing charts and books.

WHO EVER HEARD of a pithman who would attend such a thing?

JACK SCHERING . . . now working in the personnel department of the Southern California Telephone Company, Los Angeles, he is, however, still making his lectures on Sun-

days and fluids business okay. Says Jack: "When the war is over I am going to West a new layout."

WHY BOAST about what you are or have accomplished? Let the others do the bragging—*you be the success.*

SPEED HASKELL . . . and partner are pitching trick cards on Main Street in Los Angeles. They're reported looking prosperous.

SID HIRSCH . . . and the missus are doing their mental act and putting out horoscopes in Long Beach, Calif.

DOC GRAHAM . . . of Knoxville, is working in and out of the Florida, Ariz. and the Midwest with remedies and says business is wonderful.

ADVERTISE WHAT YOU HAVE and what you advertise and you'll know little difficulty in getting results.

Events for Two Weeks

February 27-28
WED.—Milwaukee Shrine Circus, 22-28.

GA.—Savannah, 28-29 March 1-5
MARCH—Cincinnati, 28-29 March 1-5
MIDN.—Cincinnati, 28-29 March 1-5
N.Y.—New York City, 28-29 March 1-5
O.—Cleveland, 28-29 March 1-5
T.—Trenton, 28-29 March 1-5
TEX.—Brownsville, 28-29 March 1-5

ROUTES
(Continued from page 19)

Kula, Malle (Chinese Victory Room) Cleveland, 28.

L
La Bata, Paddy (Alpine Village) Cleveland, 28.

La Milonetta (Don Julio's) NYC, 28.

La Monda (Silver Strands) San Francisco, 28.

La Monda (Algar) NYC, 28.

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Noide, Dione (Hickory House) NYC, 28.

O
O'Dare, Dale (Queen Mary) NYC, 28.

Osa, Tessie (El Cid) NYC, 28.

Oy, Beatrice Fang (Union) NYC, 28.

P
Publio & Lion (Havana-Madrid) NYC, 28.

Pace, Diane & Matt (Mike's) Wm. Palm Beach, Fla., 28.

Pace, Marie (Belmont Plaza) NYC, 28.

Peaks, Barbara (Royal Detroit), 28.

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DRAMATIC AND MUSICAL

(Shows are for current week unless dates are given)

Arnsfeld and Old (Loose) (Arnsfeld) St. Louis.

Barrington, Elmer (In Court Is Great) (Hull) Houston, Tex., 28; (Parsons) New York, 28; (Molloy) New York, 28.

Big Time (Vendell) (Globe Auditorium) Chicago, 28.

Chandler, Ruth (In Private Lives) (Davidson) Milwaukee, 28.

Claudia (Lucas) St. Phila. 28; (St. Mark) (Harris) Chi.

Clifford & Sullivan Opera (Shrine Auditorium) Chicago, 28; (Arenas) Wichita, Kan., 28; (Cliff) Omaha, 28; (Cliff) Omaha, 28.

Cliff & Pueblo 27.

Cool Mike Ladd (Blackstone) Chi.

Faye, Helen, in Horrid (National) Washington.

Junior Miss (Curran) San Francisco.

Junior Miss (Nixon) Pittsburgh.

Life With Father (Edwin) Chi.

Men in Striped (Gonzalez) Boston.

Princess of Dixie (Hull) Chi.

Perry and Ben (Globe) Detroit.

Red (Globe) Detroit.

Springtime for Henry (Walnut) Phila.

Stuntin' Prince (Globe) Phila.

Three Roads (Shubert) (Philadelphia) Detroit.

Watch on the Rhine (Royal Alexandra) Toronto.

Zefferd Polles, with Milton Brier (Purcell) Phila.

ICE SHOWS ON TOUR

Carnival on Ice (Netherlands Plaza Hotel) Cincinnati.

Ice on Ice (1943) (Arenas) Cleveland 15-21; (Arenas) Phila., 22-March 6.

Luna-Tecum For Parade (New Philadelphia) Phila.

Star on Ice (Bank Heide & Arthur Wirtz) (Center Theater) NYC.

Victor's Art, Ice Parade of 1943 (Hotel Adelphi) Dallas.

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RIBBON

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WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago, Ill.

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ALL PHOTOS ACTUALLY TAKEN FROM THE COIN MACHINE INDUSTRY'S LAST GREAT CONVENTION, HOTEL SHERMAN, CHICAGO, 1941.



The Forum

Industry Review:

THE COIN MACHINE INDUSTRY HELPS FIGHT THE FIRST YEAR OF THE WAR

Once the coin machine industry was called a "depression industry" because it began on its modern upsurge in the early '30s when many other lines of business were doing nothing.

The record of 1942 is the record of the coin machine industry in its first year under war conditions. In brief, the industry marshaled itself to help fight the war along with the rest of the nation. Its efforts in some respects were especially energetic and commendatory.

The manufacturing industry was converted to war production early in 1942 by government order. Early in 1941 a number of manufacturing firms had already begun to seek war contracts and even started on the production of certain war goods. A gradual shortage of materials became evident during the latter half of 1941 also, so that by the beginning of 1942 manufacturers were face to face with the problem of turning to total war production. The government had also issued its official orders that the manufacture of machines would cease on April 30.

While there are some large and modern manufacturing plants in the coin machine industry, the majority of the plants are classed in what are known as small manufacturing plants and hence had all the problems common to this group of manufacturing firms.

The large plants were able to secure war orders much earlier than the smaller firms. This was true in all lines of business. The leading manufacturers showed great wisdom in seeking all the war business they could get as early as possible. They were able also to furnish engineering talent and even some inventive ideas which were useful in the war program. The government has on more than one occasion in its publicity given credit to certain ideas adapted from the coin machine industry. The ray target guns furnished an adaptation useful in the training of men for the armed services. Control devices used in automatic phonographs also proved suggestive in devising controls use-

ful in certain branches of the armed forces. Engineers in some of the plants began devoting most of their time to experimental work under government instructions and leadership. It was a compliment to the manufacturing industry that many firms had experienced engineers who were ready to devote their talents to help find new ideas for our fighting forces. The story of all these developments has to be kept largely a secret during the war, but once the war is over it will be a big story to tell to the credit of the industry. About all that can be said at the present time is that these manufacturers are going ahead in spite of many difficulties to help prosecute the war to the fullest extent.

It goes without saying that the manufacturers had to face many difficulties in converting to war production and also in competing with much larger industries during the first year of the war when there was much confusion in adjusting the nation to war conditions. However willing the manufacturers were to get into the

game, there were extreme difficulties to overcome.

Limits of Small Plants

The smaller plants in many cases were assembly plants and lacked machine tools for real war production. This, of course, created a problem in getting orders. Owing to the great rush of getting into the war after being suddenly attacked by Japan, it was necessary to give the great bulk of orders to big industries in order to get war supplies as quickly as possible. This meant that most of the manufacturing plants in the coin machine industry had to wait just as small plants in all other industries had to wait. But the manufacturing firms were anxious to get into war production as soon as possible. Many of the plants entered pools in order to hasten the securing of war orders. At least one pool of manufacturers was formed within the industry itself. Many conferences were held with government officials in an effort to get whatever orders the coin machine plants could

WAR completely changed the picture for the coin machine industry during the first year. No industry could have been more forward in its efforts to convert to war production than the coin machine industry. As soon as the government gave the signal, its plants began at once to convert. The larger plants in the industry had sought war contracts even before Pearl Harbor. The smaller plants formed pools and took other forward steps to get into war work. The industry offered its best to help swell the "Arsenal of Democracy."

handle. The idea of pooling small manufacturing firms was widely tried thruout the industry in the early part of the war, and it did not succeed at the time as well as had been hoped. By the end of the year government agencies were again trying to revive the pool idea in order to give small manufacturing plants work on war goods. Altho the pool idea did not succeed as well as had been hoped, coin machine manufacturing plants did not stop there. A number of them installed machinery in order to take sub-contracts and to do whatever work they possibly could.

For the first year of the war it can be stated as a fact that the coin machine manufacturing industry put forth extreme efforts to get whatever war production work its plants could handle. If there were any failures it was due to a lack of equipment and also to the fact that large industries were getting most of the business during that first year of confusion and speed.

The necessary secrecy which the government requests about war production prevents going into detail about what coin machine manufacturers did thru the year. A number of them were given special awards in recognition of their work and for the general patriotic activities of their employees. It is to the credit of the manufacturing industry that they were forward to engage in all extra patriotic activities which were current during the year. Their employees bought bonds, the manufacturers themselves bought bonds, the associations bought bonds, and advertising space was bought in the trade papers in order to boost the sale of bonds. Many other patriotic endeavors were encouraged by the manufacturing firms, and particular attention was given to the national scrap drive in contributing scrap metals from the plants.

Hardships which faced the coin machine manufacturers were similar in many respects to those which faced other small industries. War production in the larger plants attracted much of the skilled help in the manufacturing plants, but all of them were able to maintain a good working staff to turn out whatever war orders they were able to handle. This speaks to the credit of the working conditions in the coin machine manufacturing plants. The story of difficulties in keeping trained help would be a long one, and since it is a story common to American industry during the first year of war, it is not repeated here. It does mean that executives of the manufacturing plants had to spend a good deal of time in trying to keep trained help.

Had Trained Workers

Special credit belongs to the manufacturing plants for having trained a large number of men and women who were quickly available to greater war industries and who could be put to work at once in producing war goods needed on all the fighting fronts. There was a remarkable spirit of willingness among manufacturers to release their trained help to larger industries. While there was naturally a selfish interest to keep help as long as possible, yet manufacturers in the industry frequently expressed their willingness to let their trained men go to larger plants to get into war production.

The big problem in the manufacturing industry was to get into war production, but at the same time manufacturers found time to begin to look ahead to the post-war period when they will return to making coin machines again. They are hoping to fight the war to win as quickly as possible with the idea in mind that they can then return to making machines. One of the special points of interest that manufacturers have in current developments is that of materials. Shortages of materials have centered attention on this field.

The war has led to the development of many



COIN MACHINE PLANTS had good experience in assembly work. The larger firms had completely modern equipment and converted quickly to war work. Many small plants bought new machinery to do war work. The above picture was released by the Office of War Information and shows a section of a juke box factory.

new materials, and coin machine manufacturers have their eyes on some of these which promise great usefulness in the production of coin machines after the war. The manufacturing industry has always shown its ingenuity by being able to adapt materials and ideas from other industries and to combine them in amusement machines for the diversion of the public. With the wealth of new materials that will probably be on the market after the war, the coin machine industry expects to win special recognition for the rapidity with which it can make use of these new materials for producing machines of various types. The coin machine industry expects to be in the front ranks of those industries that get back to normal production in the post-war period. The industry expects to be giving employment to many thousands as soon as the war ends and long before many other industries can convert to civilian business again.

The manufacturing industry will be interested in patents also. The industry has produced many inventions and ideas of its own, but in producing modern machines it found a growing need for patents from other industries. The war is increasing the need for patent pools which may make available to the coin machine industry many new ideas and inventions after the war. The manufacturing industry can be counted on to make use of as many ideas as possible. At the same time the laboratories of the manufacturing plants are quietly keeping in mind ideas and new inventions of their own for post-war use.

The manufacturing industry is also watching the developments toward world trade. Before the present war started in Europe prospects for export of coin machines were growing so rapidly that practically every firm in the business had established an export department. As world trade and world travel increased, coin machines spread rapidly to all parts of the world. It is natural to expect that in the post-war period world travel will be greater than ever, and world trade also. All of this will mean a greater trade in coin machines than ever before when machines will again be shipped to every port in the world. This means that all efforts to create better conditions for world trade in the future are of direct interest to coin machine manufacturers and distributors. Some of the manufacturing firms are making careful plans for future export trade, and this indicates that prac-

tically every firm in the business will be interested in sales abroad.

For the future of the industry, manufacturers recognize, along with other divisions of the trade, that taxes on coin machines must be kept low in order to preserve the operating business for the duration. The most threatening danger to the industry, as revealed by the first year of war, was that of taxes so high that machines now in existence might be forced out of business. Hence the industry gathered the idea during 1942 that its real fight for the duration on the home front would be that of keeping federal, State and city taxes on coin machines as low as possible. Manufacturers were so busy with their own production problems that they could not give much attention to the tax situation, but they are vitally interested just the same.

Operators Aid War Program

While manufacturers were solving their problems from day to day, the operating industry at large was facing a number of special problems resulting from the war. As soon as the manufacture of machines and parts was stopped it became evident that the repair of machines would become an increasing job. Hence during the first year of the war one of the big topics was that of keeping machines in repair. This problem was greatly increased in the first year of the war by the fact that the big majority of servicemen and mechanics employed by operating firms went into war production plants or the armed services. No objection could be raised to this by operators, and they frankly confessed that they were glad to be able to say they had trained so many mechanics who could help boost war production. The first year of the war indicated that the majority of operators would again return to the job of doing their repairing and mechanical work themselves. Distributors who had repair shops had as much work as they could handle with the help they were able to keep. The first year of the war indicated clearly that operators could keep in business for the duration and could keep their machines in creditable repair if they were not forced out of business by other adverse conditions.

War conditions began to seriously decrease the number of small stores which make up a large percentage of the favorable locations for coin machines. Reports at the end of 1942 indicated that many thousands of small stores

would go out of business during the war. Every time one of these small stores closes it may mean putting one or more coin machines out of business too. The nation's leaders began to give serious attention to the plight of small stores, and many plans were being considered to help these stores.

This serious situation served to call attention to the importance of coin machines to small stores. It has always been a matter of common knowledge that coin machines help pay the rent and taxes for many small business establishments. When conditions get very tough for small stores they need coin machines of various types more than ever. This is a fact the coin machine industry is trying to bring to the attention of government and business leaders.

Rationing of such products as gasoline created a real problem for the operating industry during the first year of the war and will continue to be an increasingly grave problem. Operators of coin machines were able to adjust their own businesses to the shortage very well, but rationing on a national scale cut down public travel in many ways and had serious reactions upon various types of business establishments. It was the hardships created for small stores on highways and suburban areas and other locations that reacted unfavorably on the coin machine industry. In many ways rationing served to decrease the number of locations and to make it much more difficult for operators to service long routes. Operators met this situation by cutting down the length of routes, decreasing the number of machines, exchanging locations and adopting joint service plans.

While the war created many difficulties for operators and distributors, at the same time war production increased industrial activity in the United States to such an extent that many new fields were opened up to coin machines. In some respects coin machines fitted into industrial plants so well that they proved a great credit to the industry. Coin machines were also favored by the fact that money in circulation greatly increased, and this increase in spending money greatly boosted the earnings of coin machines. Operators in most cases were so well pleased with the increase in public patronage of coin machines that they did not complain about the many other hardships which the war had created.

Operators in general engaged in patriotic activities in every way possible and have some important deeds to their credit.

Distributing and jobbing firms were hardest hit by hardships during the first year of the war. Most of them had to turn to operating activities in order to stay in business. All of them were doing the best they could under circumstances to help keep coin machines in repair and to handle the exchange of used machines, a market which tended to decrease during the first year of the war.

Juke Boxes Boost Morale

Automatic phonographs, commonly known as "juke boxes," maintained a high rate of business during the first year of the war. A lot of public attention was centered on these machines for various reasons, among them the fact that juke boxes received much public credit for helping to maintain national morale by offering popular music to the public. This became official when the U. S. Treasury officials upon two occasions publicly thanked the phonograph industry for its part in helping to boost the sale of War Saving Bonds thru special records in these commercial phonographs. At least two phonograph records were sponsored by the Treasury Department in campaigns to sell bonds. The phonograph industry placed these records in special positions in the phonographs in order to offer the music to the public.

The first year of the war boosted the demand for popular music, and this increased the pa-



THE DRILL PRESS OPERATOR is drilling one of the last juke box parts before he began producing items for the army and navy. Today the battery of drill presses, as well as other machine tool equipment, is busy producing electrical devices for the armed services. While the factory is not identified, the scene is typical of all phonograph manufacturing plants today. (OEM Photo by Gruber.)

tronage of phonographs to a considerable extent. It seems true that the tension of war calls for more music.

The phonograph industry had thousands of its music machines in small establishments all over the nation ready to help supply this demand for music. These machines proved especially useful in industrial centers for providing popular music at a low price to millions of workers in war production plants. Many newspapers and publications during the year featured stories and pictures showing how war workers and men in the armed services found diversion in patronizing juke boxes in all parts of the country. If no other compliment could be paid to the phonograph industry in the first year of the war, it might be said that the industry certainly revealed how much value the popular form of music has for the citizens of the nation at war. In common with other sections of the coin machine industry, the phonograph industry had to face hardships created by the war. Labor shortages and the lack of new machines and parts were felt by the phonograph industry as well as by other divisions of the trade. However, the workmanship and quality construction of phonographs promised to keep these machines in operation much longer than other types of machines. It has been one of the merits of the phonograph industry that juke-box construction was carried out with especially high-grade materials and workmanship. Our first year of war brought this fact to light.

The first year of the war saw special hardship come to the phonograph industry in the supply of records. Two facts made the shortage of materials serious: Phonograph records have a coating of shellac, and since shellac is a very important and essential war material the government began issuing instructions on the use of shellac and finally the manufacturers of records were stopped from using anything except reclaimed shellac. This compelled the record manufacturers to start looking for substitute materials, but they had not found any successful material during the first year of the war.

In August of 1942 a ban on the making of

recordings by musicians was issued by James C. Petrillo, president of the American Federation of Musicians. This ban on the making of records created a problem which grew more serious during the year and cut down the supply of new records to a serious degree. Government officials took great interest in this ban, and the federal government start court proceedings and Senate hearings to bring an end to the ban. The Office of War Information issued a statement against the ban and gave one of the greatest official testimonies ever issued to the usefulness of juke boxes for maintaining the morale of men in the armed services. This official statement used the name "juke boxes" for automatic phonographs and hence tends to make it official. Another official document by the federal government also used the name "juke box" so that by the end of 1942 it seemed evident that in official and popular language the name will stick.

Congress passed amendments to the federal excise tax on coin machines in 1942 which applied a \$10 federal fee to music machines. The phonograph trade accepted this tax willingly as a patriotic duty and offered no objection before Congress. The industry almost to a man felt that it could not object to contributing to the support of the war effort thru this tax; the industry felt too that it would much rather pay a tax to the support of the war effort than contribute fees to various organizations that were trying to collect in some way from the industry.

The only serious problem created by the federal tax was due to State and city taxes already in existence on phonographs. In some cities the local tax on phonographs was so high that the addition of the \$10 federal tax created a real tax burden.

In general, the automatic phonograph industry led the coin machine industry in patriotic services during the first year of the war. Popular music is so useful in wartime that it was very natural for phonographs to meet a great need. This service would naturally increase in importance during the war.

Working Under Difficulties

The cessation in the manufacture of new machines created a greater hardship for the amusement branch of the industry than for any other. The normal life of amusement machines is usually said to be about 90 days; hence when no new machines were being made, amusement machines in general became old quickly and their public appeal decreased. The amusement machine division had the serious problem of getting repair parts more than any other section of the trade. Therefore operators of amusement machines turned quickly to breaking up the oldest machines and salvaging all the parts possible. Distributors performed a very useful service in this respect because many of them had large stocks of very old machines which could have been either put back into service or broken up for all kinds of repair parts. The amusement machine industry hoped to keep a large part of its machines in service for the duration. A few firms made a special business of repairing and refurbishing old machines in order to make practically new games out of them.

The war served to center attention on the ray target guns, and these became a very popular amusement diversion for the public as well as for men in the armed services. These machines were expected to last much longer than pinball and similar machines. Many of the trained mechanics who had been employed by amusement machine operators went into war production plants or into the armed services. This was a problem common to other sections of the industry, but it was more acute in the amusement machine field.

The first year of the war added greatly to

the popularity of arcades. Members of the armed services found these arcades a very pleasant form of diversion. Pictures in newspapers showing servicemen playing coin machines in the arcades probably gave the great boost to such amusement centers. The boost started during the first year of the war may be expected to continue for the duration. This boom in arcades recalls the fact that in England arcades have really been the center of what is left of the coin machine industry since England has suffered so much from the war. The experience in England may indicate that if the war lasts too long arcades will be the mainstay of the amusement machine industry in the United States also.

The amusement machine industry made some legal gains during the first year of the war. Three cities of note—Cincinnati, Kansas City and Milwaukee—passed ordinances to license amusement machines which are considered favorable to the industry. The license rates are reasonable enough, and the fact that these three large cities adopted a license system in one year is expected to be a credit to amusement machines in general.

The Kansas State Supreme Court rendered the first decision by a State high court to declare frankly in favor of free play pinball games. A minority opinion by the Iowa Supreme Court had preceded this opinion and was a favorable plea for free-play games. While these two gains were made, two other high State courts declared against free-play games. On the whole the gain in two high courts was considered another step forward in legal recognition of a very popular form of amusement.

The federal tax on amusement machines was extended by amendments in 1942 which were meant to apply the federal tax of \$10 to every type of amusement machine not classified as a gaming device. This brought many small penny amusement machines under the federal tax and also created a hardship for them. The 1942 amendment also increased the tax on gaming devices from \$50 to \$100 beginning July 1, 1943. This was expected to drive many of the penny gaming devices out of business. The real problem created by the federal tax on amusement machines was due to the existence of many State and city taxes on such machines, which were considered already very high. These taxes forced the industry to begin to plead for reductions in coin machine taxes in several States and cities and also to plead that the 44 State legislatures meeting in 1943 keep any new taxes on amusement machines as low as possible.

The amusement machine industry did not oppose federal taxes but simply asked that all divisions of government keep the rate of taxation low enough so that the total tax would not create an important burden. The amusement machine industry wanted to stay in business for the duration and contribute as much revenue as possible to all branches of government, but fears were widespread that the total federal, State and city taxes would drive many machines out of the smaller stores and especially make it impossible to keep the older machines in operation.

Vending Industry Meets Need

The vending machine industry proved to be very useful in providing cigarettes, candy, gum, nuts and other merchandise for workers in industrial plants. For many years machines have been placed in industrial plants and have proved a convenience to workers, but the first year of the war really showed how important these machines can be to manufacturing plants. This last year probably proved to be the greatest boon to vending machines since the fanciful days of 1928 and '29. The demand for vending machines in industrial plants included all types

from penny venders for gum, candy and nuts to machines for dispensing soft drinks and other merchandise. There was so great an increase in the use of vending machines that naturally some complaints began to come in. Some industrial plants removed their soft-drink venders because workers spent too much time in going to these machines, but on the whole venders proved to be very useful in production plants and in small establishments in industrial centers. Venders have set a precedent that is expected to last for many years to come.

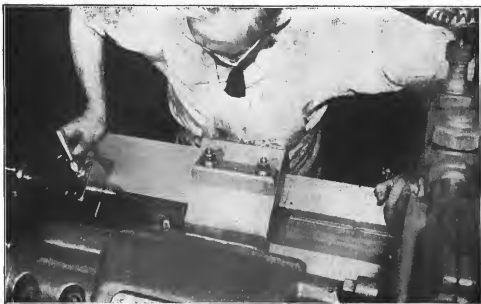
So great has been the usefulness of vending machines during the first year of the war that already manufacturers are thinking that this division of the trade will make the greatest advances in the post-war period. Manufacturing plants outside the industry are even now investigating the possibilities for post-war production of vending machines. Refrigerated venders are expected to show the greatest expansion after the war. Practically all trends indicate a much greater field for vending machines of all types once business is normal again.

machines severely, and reports increased during the year of the difficulties which vending operators were having in securing supplies.

The shortage of supplies, however, did not apply to cigarette vending machines. Cigarette venders were found very useful in the first year of the war in many locations for making cigarettes convenient to workers and men in the armed forces. The increase in the federal tax on cigarettes created a slight hardship for cigarette operators. Official orders permitted an increase in the price of cigarettes to cover the federal tax, but in some cases operators could not adjust their prices to cover the higher taxes.

Metals in Coins

The first year of the war created one problem of unusual interest to the coin machine industry as a whole. The shortage of materials led the federal government to decide to change the metal content of nickels and also to produce a new penny. It was necessary to conduct many experiments to find a metal content for a new nickel that would continue to operate coin chutes now in existence. Many months were



THIS SPECIAL MACHINE, built by a coin machine manufacturer to produce a key part of a coin machine, has been adapted to produce certain control devices for the armed services. Ingenuity of coin machine manufacturers in making their peacetime products has enabled them to speedily change over and produce the required units for America's fighting forces. (OEM Photo by Gruher.)

In the vending machine field, merchandise supplies became the great question during the first year of the war. Great volumes of publicity appeared in the press on these subjects and helped to focus attention on what vending machines were doing. As an example of this publicity, probably the greatest chewing-gum story of the year appeared in *Fortune* magazine. In quoting Phil Wrigley in this article, it was mentioned that vending machines are helping to distribute chewing gum to workers in war plants and men in the armed services. The war helped to indicate how important some of the products sold in vending machines are to the public. Among the products receiving much attention were candy and chewing gum. Soft drinks came in for less attention. Shortages of sugar naturally cut down the production of candy, gum and soft drinks, which meant that vending machines had increasing difficulties in getting supplies of merchandise. While rationing of these articles of merchandise was not established by the government, it was yet necessary for the manufacturers of these items to begin to ration supplies to their customers. This cut down the sources of supply for vending

spent in trying to solve this problem, and for a time it looked hopeless. Experts finally found a way to solve the problem, however, and the government started making a nickel which would save precious metals and at the same time work coin machines. A new penny was finally decided upon which would be coined beginning early in 1943. For a time there was a prospect that the government would call in all old nickels and pennies and melt them down to obtain the valuable metals for use in war production, but this idea was shelved, at least for the time being.

On the whole the coin machine industry weathered the first year of the war in good condition, indicating its vitality and the patriotism of its members. Its member firms and individuals were energetic in co-operating with all patriotic movements to help support the war program. Many special activities were carried out by local groups during the year.

The industry gathered momentum during the first year of the war to keep it going for the duration and at the same time contributed as much as possible to help win a complete victory.

Trade Opinion:

TRADE LEADERS P WINNING THE WAR FIRST

FOR many years The Billboard has published in its annual Convention issue the list of manufacturers of coin machines, parts and supplies. It has included in this list the products of each manufacturer considered actively on the market.

Now that the manufacturing industry has been stopped by government order and, in most cases, has been converted to war production, we have felt that it would be a good idea to keep the form of the annual listing and also include a brief message from each firm. The purpose of the listing during the war period will be simply to keep the name of coin machine firms before the industry and also to give expression to the patriotism and loyalty of its member firms.

Each year the listing is made up only of those firms that reply to a questionnaire sent out early in the year. If a firm is omitted it is simply because the questionnaire was not returned.

This year the messages are chiefly of a patriotic nature and all express the purpose of manufacturing firms to get back into the business as soon as possible when the war ends.

ATLANTIC INDIA RUBBER WORKS, Inc., 463 West Van Buren Street, Chicago, Ill. Charles O. Moore, president; Ralph V. Kline, vice-president; Martha E. Moore, treasurer; Wallace O. Linard, executive in charge of advertising, purchases and priorities; Oscar Keyser, office manager and auditor; C. B. Chester, charge of sales; Walter Janke, production manager.

MESSAGE: "We are producing industrial rubber parts for war. We are engaged 85 per cent on direct war contracts and 5 per cent on indirect orders and those for the maintenance of

equipment in defense plants. We very much appreciate the volume of business given us in the past by the coin machine industry and again anticipate the pleasure of serving this great industry at the conclusion of this victorious war."

THE BALTIMORE SALESBOOK COMPANY, 3120-86 Frederick Avenue, Baltimore, Md. Charles Fiechman, president.

MESSAGE: "We are still maintaining our service to operators by keeping in stock standard forms to help them with their record keeping. Our forms briefly are collection books for all types

of machines, also Handiest Location Agreements, aleahobd collection book, maintenance report and our two new forms, the ODT Record for commercial vehicles and Form V-53 for the Victory Tax. In addition, we manufacture all types of specially printed books on a mass production basis."

CANDYMASTERS, Inc., 5-5 North 18th Street, Minneapolis, Minn. A. C. Nicolin, president; D. C. Longbottom, vice-president; D. C. Pellegrino, secretary-treasurer.

MESSAGE: "We are making every effort to maintain our service of manufacturing candy bars for use of coin machine operators to our many friends in the vending machine business throughout the United States."

CHICAGO COIN MACHINE COMPANY, 1721-25 Diversey Boulevard, Chicago, Ill. Samuel Wolberg, Samuel H. Gensburg.

MESSAGE: "100 per cent on war work—producing for victory."

CHICAGO GUM & CANDY COMPANY, 1341-45 Belmont Avenue, Chicago, Ill. F. P. Bodinson, president; A. L. Schuch, secretary.

MESSAGE: "At this time, of course, our coin machine department is entirely shut down for the duration; after the war—when materials are released—we expect to resume operations. In the meantime we are co-operating in every way within our means to help win the war."

THE COLUMBUS VENDING COMPANY, 2005-2013 East Main Street, Columbus, O. Manufacturer exclusively of merchandise coin-operated machines since 1908. F. H. Vogel, president; C. H. Vogel, vice-president; J. D. Vogel, secretary.

MESSAGE: "The management of Columbus Vending extends greetings to all operators and friends and gives assurance that while our entire organization and all our energies are now devoted to defense work 100 per cent, we still find time in over-hour minutes to give attention to the needs of our customers and friends. During this crucial period, the same as in World War I, the Columbus Vending Company is bending every effort to help the cause of an all-out victory, so that when peace comes with victory we can turn our energies again to the development of reliable and dependable equipment for operators everywhere. The maintenance of equipment and the buying of War Bonds now is of primary importance and we assure our friends and customers that we are bending every effort in both directions."

ARTHUR H. DU GRENIER, Inc., 15 Hale Street, Haverhill, Mass. F. C. Du Grenier, president; B. E. Bouchard, treasurer; B. G. Gossard, sales manager. **MESSAGE:** "Today and until final victory the Du Grenier organization has pledged itself to an all-out war effort; after that victory, again and as always, there will be Du Grenier all out for the operator. This does not mean, however, that we do not want to give you every possible assistance for the duration. Feel free to call on us and we will help with your problems wherever and whenever it is possible."

THE ELDEEN COMPANY, 504 North Water Street, Milwaukee, Wis. ELLMAN & ZUCKERMAN, 119 South Jefferson Street, Chicago, Ill. E. M. Ellman, J. S. Zuckerman.

MESSAGE: "Altho all our present effort is war effort, come peace we will again be ready to serve you with E-Z Tumblers and Alarms."

ETCHING COMPANY OF AMERICA, 1520 Montana Street, Chicago, Ill. C.

M. Owens, president; W. E. Langwill, vice-president; L. W. Owens, secretary-treasurer; C. H. Mannerow, superintendent.

MESSAGE: "We are doing 100 per cent war work."

H. C. EVANS & COMPANY, 1620-30 West Adams Street, Chicago, Ill. R. W. Hood, president and secretary.

MESSAGE: "We are at the present time engaged 100 per cent in war work. We anticipate after victory returning to our regular line of work."

FIELDING MANUFACTURING COMPANY, Inc., 259 West Pearl Street, Jackson, Mich. R. P. Berry, president; L. F. Berry, treasurer.

MESSAGE: "We are still open for replacement business and have some stock on hand in new machines."

THE JOHN GABEL MANUFACTURING COMPANY, 1200 West Lake Street, Chicago, Ill. Kurt Gabel, president; Robert Gabel, vice-president; F. McDonald, secretary; R. C. Mueller, treasurer.

MESSAGE: "Our firm is doing 100 per cent war work and will continue in this capacity until we annihilate the Axis powers. After that we will again manufacture the well-known product, the Gabel Automatic Phonograph, which has been before the American public since 1906. DUT MORE WAR (See TRADE LEADERS on page 115)"

ANOTHER WEEK NEARER VICTORY!

BECAUSE OUR FACTORY,
LIKE MANY OTHERS, IS
WORKING NIGHT AND
DAY ON AIRCRAFT,
NAVAL & ARMY ORD-
NANCE

ANOTHER WEEK NEARER OUR RETURN TO COIN MACHINE MANUFACTURING

READY TO APPLY THE
NEW TECHNIQUES OUR
EXPERIENCE WITH
HIGHLY COMPLICATED
WAR PRODUCTION IS
TEACHING US!

W. S. Rabkin

INTERNATIONAL MUSESCOPE CORPORATION

Penny Arcade Headquarters Since 1885.

Manufacturers of Pinball and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK



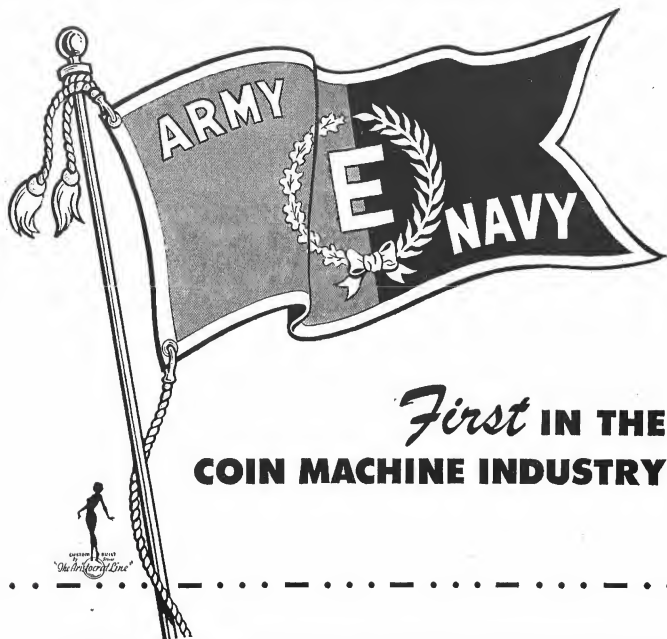
NEWEST! LATEST!

ROCK-OLA COMMANDO
PHONOGRAPH THE LAST
WORD IN AUTOMATIC
MUSIC -- SENSATION OF
NATION -- TONE COMES
FROM TOP, GOES TO
CEILING AND IS EVENLY
DIFFUSED THROUGHOUT
THE LOCATION.

J. H. RUTTER

77 West 2nd South
Salt Lake City, Utah

EXCLUSIVE FACTORY DISTRIBUTOR
FOR THE STATE OF UTAH



First IN THE COIN MACHINE INDUSTRY

The War Department and the Navy Department of the United States have conferred upon the men and women of the Stoner Manufacturing Corporation the highest honor that can be paid to civilians engaged in war work . . . the coveted Army-Navy "E" for outstanding achievement in production.

In announcing the award, Robert P. Patterson, Under Secretary of War, said "You men and women of the Stoner Manufacturing Corporation are making an outstanding contribution to Victory. You have every reason to be proud of the record you have set, and your practical patriotism stands as an example to all Americans."

The "E" that now flies above the Stoner plant and the "E" badge that Stoner men and women wear are more than symbols of achievement—they are an inspiration to achieve more, an incentive to keep on producing beyond what seems "possible."

100%—10% EVERY MONTH

The men and women of Stoner are equally proud of their outstanding record in bond purchases—a record that earned for their company the distinction of being the second in the middle west to be awarded the 10% Minute Man Flag. Today every employee and officer of Stoner has pledged at least 10% of his salary every month.



STONER MANUFACTURING CORP.

AURORA, ILLINOIS

First Year of War Gives Trade Associations Greatest Opportunity in History

Trade associations in the coin machine industry have had a long and varied history. The first year of World War II gave these organizations of operators the greatest opportunity of all, both to render patriotic service to the nation at war and also to render services to their memberships.

The active list of trade associations at the beginning of 1942 probably numbered as many as 46. The many difficulties which the first year of war produced for the industry greatly reduced the number of active associations, but some of the most efficient organizations increased their activities and found many opportunities to render real services.

The patriotic activities of the operators' associations covered all those special plans and programs which engaged civilians doing work for the war program. Some of the operators' associations performed active service in boosting the sale of War Bonds. They not only sold bonds to their members, but co-operated fully with other civic and patriotic groups that were promoting the sale of War Bonds. The music associations especially had a good opportunity to use records on their phonographs that had been sponsored by the United States Treasury. Two well-known rec-

ords were sponsored by the Treasury, and phonograph operators in various cities went to great lengths to get these records in their phonographs.

Other associations used printed matter and public activities of various kinds in order to boost the general bond program. All of the other patriotic movements, including salvage drives, blood donations, special services to the USO centers and many others, received the support of operators' organizations.

The story would be a long one because of the varied activities and the different plans in each city or community. In some cases operators lent their trucks for collecting salvage. Many associations and individuals donated coin machines of various sizes to USO centers. Some of the gifts were sent far and wide to posts and stations even outside the limits of the United States. By the end of the year it was just beginning to dawn upon the trade how much had actually been done

through the various associations to provide entertainment in posts and service stations in all parts of the country.

Members Benefit

Because of the many new problems due to the war, associations were also of greater help than ever to their memberships. The shortage of mechanics became an early problem due to war conditions. Gas rationing eventually became a problem for operators also, and associations were able to perform valuable service to the members by issuing instruction bulletins on just how to apply for gas rations and to conform with the law in detail. Associations were also able to co-operate with local ration boards and in that way adjust many minor details to the advantage of operators and also to the satisfaction of ration boards.

Due to the wide confusion that prevailed about rationing, this is probably one of the greatest services ever rendered by associations to their members.

The federal tax on coin machines became an increasing problem during 1942. The greatest job, of course, was to try to secure adjustments on the federal tax on pinball games and penny counter machines. Two California associations performed an outstanding service in this field, sending representatives to Washington at their own expense to remain there for several days in efforts to get adjustments. The story of this service to the industry on the part of the California organizations is so outstanding that it is treated in a separate story in this issue.

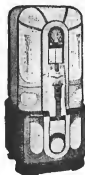
Associations in other parts of the country were a great help to their members in getting and distributing information on the federal tax and how it applies to coin machines. As gas rationing and labor shortage increased the difficulties of maintaining routes, operators who belonged to associations were able to work out co-operative programs for combining routes or combining their service activities. One association maintained a service car which was at the call of any member in the case of emergency.

Various other plans of co-operation were worked out which could not have been arranged had it not been for definite organization.

For some reason the record of the year 1942 shows a decline in the number of operators' associations. One reason may be that war changes reduced the number of operators and in several cases removed leaders from the operating field. In other cases, competition among operators decreased, and hence they may have felt there was no great need for organization. The trend was for operators to begin to work for themselves as individuals since many competitive evils had disappeared.

The Billboard continued its Association Award plan which had been started in 1941. The list of associations winning awards is published elsewhere in this issue.

The Association Award plan was



DIAL-A-TUNE EXCLUSIVE FEATURE ON NEW 1943 ROCK-OLA

COMMANDO

The modern method of selection! Fascinating to dial your number. Gets more play. Takes in more money than any phonograph we have ever sold or our customers have operated. COMMANDO leads them all and we don't mean maybe! Buy now and buy heavy!

EXCLUSIVE DISTRIBUTOR FOR
IOWA-NEBRASKA

JOE EPSTEIN SUPERIOR COIN MACHINE EXCHANGE

3211 Forest Avenue
Des Moines, Iowa

Before Pearl Harbor . . .

the Groetchen name was a trade mark for the finest in coin operated equipment for the amusement of America.

Since then . . .

our staff of skilled craftsmen have been concentrating exclusively on developing products necessary for the preservation of America.

GROETCHEN TOOL CO.

126 North Union Ave.
Chicago, Ill.



THE GREATEST NAME IN
COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.
MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO



THE AOLAC STAFF. The Associated Operators of Los Angeles County (Calif.) is nationally known among operators' organizations. The staff above keeps the wheels turning. Left to right: Curley Robinson, managing director; Mollie Simons, secretary; Art Mohr, association attorney, and Al Grossman, tax expert.

started by this publication in order to encourage public relations, publicity work and other programs among operators' associations. The number of associations participating decreased in 1942, but those organizations that did participate showed work and activities far above anything performed in 1941.

Some of the associations now active in the coin machine trade would equal or exceed the work performed by associations in any line of industry.

Each year The Billboard publishes a list of associations as a kind of directory for the trade. All associations within the industry are requested to file the name of their organization and a list of officers. Also, many of the organizations make an annual report to The Billboard which is published for information to other organizations.

At the beginning of 1943 we decided to start a new roster of associations which would be considered active during the war period. In other words, our previous list of associations has been retired, and starting with 1943 we are building a new roster of those associations that registered with us as now active. Our roster had grown to the extent that it carried the names of more than 100 operators' associations, including city and State groups, but the majority of these were always considered inactive. Our listing for the war period will be confined strictly to those groups that maintain registry with us as active organizations.

There will be errors and omissions in the new listing as published here. We will appreciate any co-operation in helping us to correct all such errors. We try to keep the list corrected constantly and will appreciate the co-operation of all association workers in this matter of revision. Our news columns are open to all associations for announcements of meetings, for general instructions to members, appeals to non-members, and other association publicity.

The publication of this association material is a kind of exchange of ideas and is valuable for the guidance of other associations. We have a regular department for such news, reprints of bulletins, etc., under the heading "Association Work." A number of associations have co-operated fully in making this possible, and reports of their work have been of great help to other associations.

Our mailing department is glad to co-operate with associations by making special mailings of circular

Billboard Association Awards..

To stimulate greater interest in association work among operators, The Billboard each year makes a series of awards to associations that have made outstanding records in recognized fields of endeavor.

The awards are based on samples of printed matter, publicity material and news reports sent to The Billboard. In previous years officials of the national associations have acted as judges. This year, due to the inactivity of some of these associations, The Billboard staff judged the material submitted.

For the year 1942, awards are announced for the following associations. Appropriate scrolls have already been sent to each organization named.

GRAND AWARDS for outstanding work in general association activities: Music—Phonograph Merchants' Association of Cleveland; Amusement—Skill Games Board of Trade, Inc. of Milwaukee; Vending—Cigarette Merchandisers' Association of New York; Automatic Merchandise Association of Minnesota and Maryland Automatic Merchandising Association.

SUPPLEMENTARY AWARDS for outstanding publicity work in the press, radio or printed matter: Music—Phonograph Operators' Association of Philadelphia; Amusement—Minnesota Amusement Games Association, Inc.

SUPPLEMENTARY AWARDS for co-operation in civic programs: Music—United Music Operators' Association of Detroit; Amusement—Minneapolis Amusement Games Association, Inc.

SPECIAL AWARD for outstanding services in behalf of the industry at large. These special awards were given to two associations in recognition of work performed in an effort to get an adjustment of the federal excise tax on coin machines. The special awards go to: Associated Operators of Los Angeles County, Inc., and to the Amusement Merchants' Association, Inc., of San Francisco.

↑ ↑ TONE FROM THE TOP



Rock-Ola's COMMANDO

is the only phonograph that projects the music to the ceiling where it is evenly diffused throughout the room. Eventually every phonograph will come to this modern and superior method of tone projection.

EXCLUSIVE FLORIDA DISTRIBUTOR

RON ROOD
SOUTHERN MUSIC CO.

503 W. Central Ave.,
Orlando, Florida

OUR ENTIRE MANUFACTURING FACILITIES..

For the Past Several Months . . .
Have Been Devoted

100% TO WAR WORK

As a Result of This Experience, We Are Happy
To Assure You

WE WILL BE BACK WHEN THE VICTORY IS WON
with even more outstanding amusement machines
and vending machines than we produced in the
past.

In the meantime . . . let's all "BEAR DOWN"
FOR UNCLE SAM . . . and hasten that Happy
Day —

BUY MORE STAMPS AND BONDS

O. D. JENNINGS & COMPANY

4309 W. Lake Street

Chicago

announcements or other information to operators on our list in an entire State. Many State organizations have used this service to advantage. Our circulation department also makes a special offer to associations on subscriptions for members.

To members of the industry interested in starting new associa-

tions, we can supply sample by-laws and other helpful material free upon request. On matters pertaining to association activities, address Coin Machine Department, The Billboard Publishing Company, 155 N. Clark Street, Chicago. The new list of coin machine associations as registered with us in 1943 is as follows:

Association Directory

AMUSEMENT MACHINE OPERATORS' ASSOCIATION, INC., 1333 West Burelle Street, Milwaukee, Wis. Officers: James Stetcher, president; Michael Chenski, vice-president; R. H. Rischman, secretary; William Carstens, treasurer.

ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC., 1331 West Washington Boulevard, Los Angeles. Curly Robinson, managing director. Directors: Vernon L. Moore, Tom Wall and Sam Oscar. Meetings: At intervals; monthly meetings. Number of members: 120 active memberships (with about 300 members). Games association.

AUTOMATIC ELECTRIC PHOTOGRAPH OWNERS' ASSOCIATION: 108 High Avenue, Northwest, Canton, O. Joseph Elum, president; John Riffle Jr., secretary. Directors: Louis George, Mary George, Chase Stocking and Walter Angeli. Meetings: First Tuesday of each month. Number of members: 12. Music machine association.

AUTOMATIC MERCHANTS' ASSOCIATION, 816 West 36th Street, Minneapolis. James H. Gavett, president; Bronson Woodworth, secretary. Meetings: First Monday of each month. Number of members: 35. Vending machine association.

AUTOMATIC MUSIC ASSOCIATION, 80 Federal Street, Boston. Walter R. Guild, managing director; Cecelia C. Sweatt, secretary. Number of members: 38. Music machine association.

AUTOMATIC MUSIC ASSOCIATION, 2624 Market Street, Youngstown, O. Robert P. Edwards, president; Mark A. Osborne, secretary. Directors: Robert P. Edwards, Mark A. Osborne, Joseph Saker, Jim Martz and H. W. Bubel. Meetings: First Monday of each month. Number of members: 16. Music machine association.

BUFFALO AMUSEMENT OPERATORS' ASSOCIATION, INC. 305 Underhill Building, 158 Pearl Street, Buffalo, N. Y. Percell Gurtell, president; Alfred Bergman, vice-president; Louis L. Clare, secretary; Herbert Ross, sergeant at arms. Directors: Thomas M. Stedford, Clarence Golden, Victor L. Steinhil and Earl P. Snyder. Meetings: Every Monday. Number of members: 46. Games association.

CIGARETTE MERCHANTS' ASSOCIATION, 835 Salina Street, Syracuse, N. Y. L. H. W. Dieffendorf, president; J. H. Gage, secretary. No regular meetings. Number of members: 8. Vending machine association. Note: Association entirely inactive at present.

CIGARETTE MERCHANTS' ASSOCIATION, 80 Federal Street, Boston. Walter R. Guild, manager; Louis Berman, president; Harry Spier, secretary. Directors: William E. Burns, Albert M. Coulter, Samuel M. Goran, Cleo Kingsley, Charles Knight, Peter Latour, Theodore Morrison, Charles Murphy, Louis Risman and Alfred I. Sharenow. Meetings: Second Tuesday of each month. Number of members: 25. Vending machine association.

COIN MACHINE ASSOCIATION OF MASSACHUSETTS, 80 Federal Street, Boston. Walter R. Guild, managing director; Sidney A. Wolbarsht, president; Rudolph Bloom, secretary. Directors: Harry Segal, William K. Wells, David S.

Bond and Joseph Caruso. Number of members: 18. Games association.

DADE COUNTY MUSIC OPERATORS' ASSOCIATION, 109 West Flagler Street, Miami. C. M. Deale, president; S. B. Feldman, secretary; Irene Rich, corresponding secretary. Meetings: Every other Friday. Number of members: 14. Music machine association.

IOWA MERCHANDISE OPERATORS' ASSOCIATION, 3017 47th Street, Des Moines, Ia. C. H. Robinson, president; Mrs. Bob Merriam, secretary. Meetings: On call. Vending machine association.

MARYLAND AUTOMATIC MERCHANDISING ASSOCIATION, 1 East Lee Street, Baltimore. B. W. Scheuer, president; E. R. Morse, vice-president and treasurer; J. Gilbert Stine, vice-president; Ingham Emerson, secretary. Directors: W. J. Broersma, H. L. Christensen, Joseph Garfink, E. R. Morse, John N. Raitley, B. W. Scheuer, Lee E. Stine and J. Gilbert Stine. Time of regular meetings: On call. Number of members: 25. Vending machine association.

Annual Report

"This association during the year 1942 was actively engaged in the effort to defeat an unground law which had been passed by the Legislature. At the present time the matter is still in the courts, and we are hopeful that the ultimate decision will be favorable."

"Interchange of information at (See ASSN. DIRECTORY on page 110)



You can bank
on *Bally*
production*

UNCLE SAM has a new version of the famous Bally slogan. Uncle Sam knows he can bank on Bally production . . . and on all the far fronts of the world Uncle Sam's soldiers and sailors are banking on Bally for vital war products. Day and night the Bally organization is working and bond-buying to speed the day of victory . . . when operators may say again: "You can bank on a Bally Game!"

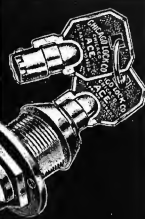
* Five major war products and numerous other war products manufactured by Lion Manufacturing Corporation, parent organization of BALLY MANUFACTURING COMPANY, CHICAGO.

YOUR PROFITS
ARE SAFE
WITH AN
ACE LOCK

ACE LOCKS provide Powerful Positive protection, both on your machines and for replacement purposes. Order ACE LOCKS today! Made entirely of steel and brass. No Die Cast Metal used. Center Post Gears Hardened to Prevent Drilling. Keyed alike or in various Key changes.

We are the sole manufacturers of the ACE LOCK. The entire lock being completely constructed in our factory.

CHICAGO LOCK CO.



ACTUAL SIZE

2024 N. RACINE - CHICAGO



As for Wisconsin—
"We Find
Commando
Tops Them All"

Rock-Ola has produced in
COMMANDO the finest
Phonograph we have ever
seen in our many years of
distributing music.

Tops Them All for '43.

CARL NAPPÉL

Badger Novelty Co.

2546 N. 30TH ST.

MILWAUKEE, WIS.

FACTORY DISTRIBUTOR

California Associations Aid In Pleas for Federal Tax Changes

When so much creditable work has been done by two trade associations in behalf of the industry, it is worth looking into the personal lives of those who lead such organizations.

Three men probably deserve most credit for the great work done by two California associations in the attempt to get adjustments on the federal coin machine tax in 1942. These men are Curley Robinson, managing director of the Associated Operators of Los Angeles County; Arthur Mohr, attorney for the Los Angeles association, and Sid Mackin, managing director of the Amusement Merchants' Association of San Francisco.

Thru the courtesy of a friend, we have been given this brief life sketch of Curley Robinson. He is a native of California and has spent practically all of his life in Los Angeles. In fact, he grew up in that city and was educated there—he says that he was educated both physically and mentally in that town, being practically on his own.

At an early age Curley got into the newspaper business like many other boys and began selling papers. That may be said to have been his first business education and his first introduction to the business world. Later he had charge of street circulation. Being original in his development of business ideas, he passed on from a newspaper route to opening an eating place just opposite The Los Angeles Examiner, known as the "Blarney Castle." Here for years he catered exclusively to newspaper workers.

Curley was just at the age for military service when World War I came. He joined an infantry outfit, became a sergeant, saw action in France, was wounded and then decorated by the French government and his own government. In fact, he wears the Purple Heart and several foreign decorations. His military record is a credit to himself and to the industry of which he is a member.

If you ask him about his business experience, he would simply say, "I have been in business all my life. I have conducted different establishments here and enjoy a good reputation among business men."

As to his coin machine experience, he entered this field by working for the Gans Bros., which is now known as the Automatic Vendors, of Los Angeles. The Gans organization became nationally known, and its operations extended into many fields, including South America. Curley was with them

for a number of years, during which time he pioneered business ventures for the Gans organization in Central America and the West Indies.

Curley did not confine his activities to the coin machine business alone. He went into a partnership with Carl Laemmle of Universal Pictures, now deceased. The business was then known as Universal Studios, Universal City, Calif. Curley also became president and general manager of a business in connection with the movie pioneer, known as the Studio Concessions Company. Curley conducted this business for about 12 years, during which time a number of men in the coin machine industry approached him about helping in organization plans. There was a strong feeling in the Los Angeles area that operators should be well organized. The operators in Los Angeles were already organized, but Los Angeles County had scores of incorporated towns, all of which present separate legal problems. So in 1937, in response to this strong demand, Curley helped to organize the Associated Operators of Los Angeles County, Inc. It soon became one of the outstanding organizations of the country and has continued since that time. The record of its activities is unusual indeed.

Real Work Begins

When the city of Los Angeles placed a ban on pinball games, the legal problems for the county operators became increasingly difficult, but the A. O. L. A. C. has been able to perform a great service to its members by co-operating with the various city governments and the county board. Curley himself has been a great help to the association because of his important contacts with civic and fraternal organizations. He also is well acquainted with the retail store field and knows how to maintain good will with locations.

Curley is a past president of the Universal Trowel Club, has held membership in the Elks' Club for 22 years, is a member of the Eagles, a Veteran of Foreign Wars, Disabled American War Veterans, American Legion, Military Order of the Purple Heart, Veteran Service League and several other civic

groups. He also is a past president of the Juvenile Crime Prevention Association of America and a member of other groups engaged in aiding minors and preventing crime.

Perhaps of all the members of the coin machine industry Curley is the most experienced in work with juveniles and has gained important recognition in this field. He is a board member of the Consumptive League, the Home of the Aged and other charitable groups well recognized in the Los Angeles area.

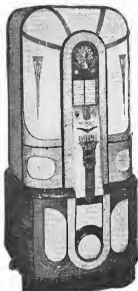
It is well understood that being a member of these many organizations keeps him busy as well as

provides important contacts which create good will for the coin machine industry.

In his personal life, Curley is very active in Civilian Defense work and is continually adding to his knowledge of this important program. He has organized the children in his territory and has an important and well-trained organization of young people to aid in Civilian Defense.

If you ask about his home life, Curley has been married to the same girl for over 22 years and says that he expects to continue along this line for the duration.

Curley Robinson gave a brief sketch of the work and experience



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SID MACKIN, managing director Amusement Merchants' Association, Inc., San Francisco.

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of Arthur Mohr, the capable attorney for operators of Los Angeles County. Mohr was a member of the Royal Canadian Mounted Police, beginning in 1914 and continuing in that organization until 1922. During the war interlude from 1917-19 Mohr went overseas with the Canadian Army, having obtained a leave of absence from the Canadian Police. In 1922 he came to California with his family and secured a position with J. J. Gans & Brother, the well-known operating firm.

Education of a Lawyer

Mohr was secretary to Robert J. Gans from 1922 to 1936. During that time he had wide experience in the coin machine industry, did a lot of traveling for his employer, met a good many operators, studied the problems which the industry faced, etc. He even made several trips to Mexico and contacted officials in that government and negotiated contracts with them. He studied law during the time he was employed by the Gans organization, read all the law books he could get, and was finally admitted to the bar in 1936.

Mohr immediately started his own practice of law and, because of his vast acquaintance with operators in the coin machine industry, he began helping them with their legal problems. It was natural for him to become attorney for the A. O. L. A. C.

He is 47 years of age, married and has a married daughter and one grandchild. He performed a very useful service while remaining in Washington for an extended time while the Senate was considering the 1942 tax amendments. His contacts with senators and other federal officials kept him extremely busy and were useful in trying to get important adjustments. These contacts should prove equally useful in the future.

Sidney Mackin, an experienced trade association man, has helped the San Francisco operators to build up a very efficient and useful organization. He went to Washington when the Senate was considering the 1942 tax amendments on coin machines in co-operation with Arthur Mohr and Curley Robinson, representing the Los Angeles operators, and made many contacts with federal officials and performed much useful work.

The San Francisco organization is newer than the Los Angeles group, and Mackin has not been in the industry as long as other association executives. However, he has been studying the business and bringing his previous experience to good use for the operators in the city.

In order to get a sketch of his vast experience, we asked Florence G. Bowman, secretary of the Amusement Merchants' Association, Inc., of San Francisco, to write the story. Mackin is managing director of this organization of operators. The story of Sid Mackin is as follows:

Association Background

Sidney Mackin has brought to the coin machine industry on the Pacific Coast a very sound background in administrative organization and public relations. He was born, reared and educated in San Francisco; his family first settling in this city in 1880. His early activities were in the field of corporate organizing. Since 1933 his work has been in public and civic organization, where he has been active in such organizations as the Community Chest, the Chamber of Commerce, San Francisco Symphony and the San Francisco Tourist and Convention Bureau.

From 1936 to 1939 Mackin was assistant director of finance for the Golden Gate International Exposition, becoming acting director of finance when the then director resigned. At the completion of the financing of the exposition he was called to Seattle, Wash., where he undertook the membership and financing drive of the Seattle Chamber of Commerce, and as a result of that campaign and at the request of the directors he remained in Seattle, planning and directing the organization of the Seattle Symphony administrative reorganization and finance program.

Upon his return to San Francisco, at the request of a number of San Francisco business men, he handled the mechanics and operation of the "Fair in '40" committee reopening drive. After this drive was successfully completed and the exposition reopened he spent several months arbitrating and coordinating the "Fair in '40," Inc., with the 1939 San Francisco Bay Exposition management and the concessionaires. It was a result of this that he was requested to organize and direct a trade association for the coin machine industry in Northern California. For the past two years he has served in a directorial capacity of the Amusement Merchants' Association, Inc., representing the coin machine industry. His work with the association has done much to establish the industry in Northern California. He is at present actively engaged in a national legislative program (CALIFORNIA ASSN. on page 122)

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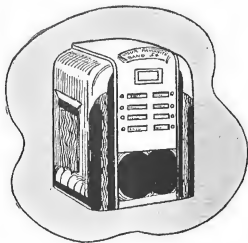
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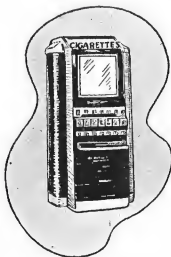
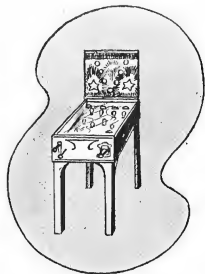


TAXING COIN MACHINES



JUKE BOXES (Automatic Phonographs) have an important part in helping to maintain national morale. The U. S. Treasury, the Office of War Information and other departments of government have officially recognized this fact. A high tax on juke boxes greatly decreases the number and quality of records that will be bought for such machines. High taxes also cause the withdrawal of the machines from the smaller establishments that need them most.

PINBALL GAMES and other amusement machines have proved a greater economic aid to thousands of small retail establishments than any other similar development. High taxes on these machines cause irregularities and also hurt the smaller stores most.



VENDING MACHINES have proved their usefulness as a convenience to workers in and near war plants. Most of the merchandise sold in vending machines bears its own special taxes. A tax on vending machines as a unit proves very discriminatory when the tax is compared to the gross volume of sales.

TAX OUTLOOK

All proposals for taxing coin machines during the war period should be made with consideration for the fact that the federal government now taxes practically all types of coin machines. It goes without saying that State and city governments must give preference to the federal government for the duration. The federal tax sets up certain standards which may be well worth following by State and city governments, but at the same time there are serious inequalities in the federal tax which States and cities should try to remedy in their tax proposals.

The federal tax is a certainty for the duration. This tax was first passed in 1941 and was expanded by amendments in 1942. Thus the trend in the federal tax program is to increase the rates on coin machines and also the types of machines covered. State and city governments must thus keep in mind that the federal tax rate is likely to be steadily increased as long as the war lasts. These facts about the federal tax have but one meaning. State and city proposals to tax coin machines must be kept very low in order to give preference to the federal tax as long as the war lasts.

At the beginning of 1943, 13 States were already collecting a tax in some way on coin machines of various types. Some of these State license or tax systems had been in existence for a number of years, and the rates were already considered high. More than 200 cities and towns also license or tax coin machines of one type or another. Some of these city taxes have been in existence for a number of years, and in some cases the rates are very high. In order to give preference to the federal government for the duration, it is important that some of these States and cities take steps to reduce their rates of taxation on coin machines. Even before the war began, Arkansas set a worthy example in reducing the tax on coin machines. This State passed a general tax on coin machines and after trying it for one year passed a new bill which made favorable reductions in the rates on the various types of machines. The Arkansas State license law is now considered the model for a State system of licensing coin machines.

When States and cities begin to consider proposals for taxing coin machines, it must be kept in mind that in many cases a triple set of taxes will apply to machines. The federal tax already exists. If a State assesses a tax on machines, that makes two sets of taxes. Then if cities within the State also assess a fee, a triple set of taxes exists. All taxing bodies must keep their rates low so that the total taxes on coin machines will not be excessive. Any taxing body proposing to tax coin machines now should keep in mind that eventually machines will have to bear these three

separate taxes, if they are not already in effect.

At the beginning of 1943 it became apparent that States and cities would be compelled to look for new sources of revenue because war conditions were already curtailing revenue sources that had been counted on for years. While some States and cities had surpluses still, it was evident that new sources would have to be found at an early date. The coin machine industry does not object to being taxed, but it does ask that taxes be made reasonable and that taxing bodies carefully consider the different types of machines. The industry as a whole offers full co-operation to any taxing body that wants to study the conditions peculiar to the industry.

A lot of tax experience has already been gained due to the fact that 13 States now collect a tax on one or more types of machines, and also many cities collect a tax. There are many other conditions due to the war which mean that all taxing bodies should give special consideration to the tax rate on coin machines so that the industry will not be driven out of business. The law of diminishing returns works when taxing coin machines as well as in any other industry. When the rates become too high, the number of machines in operation is gradually reduced until the total revenue collected is less than if tax rates were lower. Since the manufacturing industry has been converted to war production, there can be no increase in the number of machines in operation until the war is over. Hence, all tax rates should be kept within reason for the one purpose of producing revenue and yet permitting the business to maintain as high a rate of efficiency as possible for the duration.

A number of suggestions are contained within these pages which will give a fair view of those factors within the industry which should guide all legislative bodies in placing a tax on coin machines.

In addition to raising revenue, State and city licenses have other advantages which should be kept in mind. A license system is important for regulating an industry.

The amusement machine industry, particularly, welcomes a plan which will aid in preventing competitive evils. Many businesses in modern times are highly competitive and this competition gives rise to well-known trade evils that necessitate some form of official control. Operators of amusement machines in all sections of the country welcome licensing because it helps prevent these trade evils. Operators of these machines are organized into trade associations in a number of cities and States, and such organizations are always glad to co-operate with officials in carrying out a program of regulation.

There are many sources of information, in the industry itself and thru reputable tax survey organizations, that will give more details on the entire subject of taxing coin machines.

TAX EXPERIENCE

A lot of experience is already available when it comes to taxing coin machines. The fact that 13 States now collect a tax on one or more types of coin machines suggests at once that a lot of experience has been gained. In practically all of these States there is a long story which would reveal interesting facts as to how taxing coin machines works out.

The experience in most of these States shows that definitions of coin machines to be covered by the tax is the crucial point. The variety of coin machines on the market is considerable, and the public is not well informed as to the distinctions between these types of machines. It is only natural, therefore, that legislative bills for taxing such machines run into difficulty in classifying the machines to be taxed. This usually means that one or more test cases are necessary in order to clarify the tax law. In many cases this is costly and also deprives the State of needed revenue.

From the many bills that have been proposed in the last few years and from the bills that have been finally enacted into law, it is now possible to collect useful data on definitions and how they work out in actual practice. A clear definition of the machines to be covered will assure the State or city a more certain source of revenue. Some of the definitions now on the books were intentionally drawn with jokers, and these have proved unsatisfactory both for the State and those selfish groups that sponsored the idea.

The federal statute classifies coin machines for taxation into two groups, and this classification has proved already to have its good points as well as its weaknesses. All States and cities should study carefully the federal statute and note those weaknesses as well as the strong points. The federal definition shows one outstanding weakness: It does not make any distinction between machines operated by a penny and machines operated by a nickel. Business experience has shown there is a great difference in the earning power of penny machines and nickel machines. Any taxing body should make careful distinctions between the two types of machines as to earning power.

The Arkansas law, frequently referred to as the model State license law, uses two clauses to define the machines to be licensed. The Arkansas law is about as simple and direct as a statute could be made. It is recommended for study by any State Legislature that considers taxing coin machines. The statute was framed by members of the industry and members of the Legislature in close co-operation. Hence it represents a really constructive idea. The many statutes now on the books should make it easy for any legislative committee to study the rates on machines, the methods of collecting the tax, and also the use to which

such revenue is put. City ordinances are also available in great number for guidance of other cities that may be considering a tax on coin machines.

More than 200 cities and towns of importance now license or tax coin machines of various types. In fact, if small towns are considered, the number really runs high into the hundreds. A survey in the State of Washington in 1940 revealed that 119 of the 211 incorporated towns in that State already were taxing coin machines. This came as a surprise to people in the industry as well as to public officials. The Association of Washington Cities has made a rather complete survey of various license ordinances in the State, and this information is available to any who wish to study the question. The Washington State Legislature, before passing a State tax law on coin machines, also had an exhaustive study made of the subject by the State Tax Commission. This indicates that a lot of information can be made available to any legislative body wishing to enact a fair tax law. Municipal leagues in other States have also made surveys, and the information can be made available for the study of coin machine tax plans. In 1942 three cities—Cincinnati, Milwaukee and Kansas City—enacted coin machine license ordinances which may be considered of the most modern type. The fact that these three cities in one year passed license ordinances indicates that the movement is progressive.

The States that now license or tax one or more types of coin machines are as follows: ARKANSAS, FLORIDA, LOUISIANA, MISSISSIPPI, NORTH CAROLINA, NORTH DAKOTA, NEVADA, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, VIRGINIA and WASHINGTON. The license laws in each of these States have features in conformity with the precedent laws of the State, but at the same time there are general principles in all these State laws which furnish much information. A remarkable story could be written about the development, the arguments and the final passage of each statute, and, of course, how the statute has worked out in actual practice in producing revenue for the State.

When a proposal to tax coin machines comes up in any State or city, there is usually well-organized opposition. The tax experience here outlined in the various States is in itself strong indication that coin machines can furnish needed revenue. Experience also indicates that coin machines can be taxed out of business like any other industry, thus killing the business as a source of revenue. The accumulated taxing experience is a mighty strong argument for reasonable fees, adjusted to each type of machine.

The rate of taxation should be set in accordance with the earning power of each type of machine to be covered. The many tax laws now in existence suggest a variety of rates, and probably the best way to arrive at a true rate would be to strike an average of the tax rates now in existence.

CLASSIFICATIONS

Coin-operated machines are made in a wide variety of types and there are big differences in the earning capacity of each type. Many tax laws work extreme hardships on the industry by failing to define clearly the type to be taxed and also to recognize the differences in earning power of the types included.

The industry itself divides its machines into three main classes: 1. Amusement Machines; 2. Music Machines, and 3. Vending and Service Machines. Amusement machines are most adaptable to a license or tax plan. Music machines should be assessed a very low rate, if any, because the expense of buying recorded music for these machines is a considerable item. Vending and service machines should not be burdened with a tax on each unit at all, but rather a business or occupational tax on the operator-owner. The low-priced merchandise sold thru vending machines has a very low profit margin and hence the rate of earnings on vending machines is low per unit.

The value of the coin which a machine accepts also has much to do with its earning capacity. All types of machines operated by a penny obviously have a much smaller earning capacity than machines operated by a nickel or larger coin. This fact must be kept in mind in all tax bills.

The following classification or grouping of coin machines may aid in framing tax plans:

Amusement Machines

1. **ARCADE MACHINES.** Includes a wide variety of penny amusement machines, usually grouped together in arcades but also used in stores; peep machines, love meters, small targets, fortunes, etc. Earning capacity very low and should not be taxed as a unit.

2. **AMUSEMENT MACHINES.** This classification refers to the standard amusement machines, made in many varieties, and operated by a nickel or dime. These machines offer a game or contest of skill. Includes pinball, baseball and other sports games, ray target guns, contest games, novelty games, athletic games and similar devices.

3. **TRADE STIMULATORS.** Small machines usually placed on the counters in stores and having some chance feature, but have no automatic payout mechanism. Earning power more than arcade machines but less than pinball.

4. **NOVELTY MERCHANDISERS.** Includes cranes, diggers and rotary merchandise types of machines which dispense small confections and offer the player a chance at prize. These machines are usually operated by a nickel.

5. **GAMING DEVICES.** Machines that operate for 5 cents or more and feature a gaming principle, such as spinning reels, dice, roulette, and also have an automatic payout mechanism. Includes slot machines, consoles, payout games and similar devices that feature gaming and an automatic payout.

6. **ARCADES.** When 10 or more amusement machines are grouped together in one room or place it may be called an arcade or sportland. These centers may be taxed as an 'amusement business' rather than on the many small units installed.

Music Machines

1. **COMMERCIAL PHONOGRAPHS** (Juke Boxes). Standard automatic phonographs operated by 5 cents or more.

2. **MOVIE MACHINES.** Sometimes called Panorams; coin-operated motion picture projectors.

3. **AUTOMATIC HOSTESS.** Coin-operated music systems using telephone wires, a central unit and separate phonograph units in establishments subscribing to the service.

Vending Machines

1. **PENNY VENDERS.** Sometimes called Bulk Venders; includes a wide variety of small machines, operated by a penny, to dispense nuts, confections, gum, etc. Earning capacity per unit very small.

2. **MERCHANDISE VENDING MACHINES.** Refers to the standard vending machines, operated by 5 cents or more and dispensing standard merchandise such as candy, cigarettes, soft drinks, nuts and many other items. The profit margin per sale is very small.

3. **PRIZE BALL GUM VENDERS.** Refers to a special group of small penny vendors that feature a prize plan with colored or numbered ball gum, etc.

4. **SERVICE MACHINES.** Refers to penny weighing scales and a wide variety of special machines offering some service, such as shoe-shining machines, heart-testing machines, etc.

In order to give preference to revenue for supporting the war effort the following suggested tax schedule should be studied by any taxing body that would tax coin machines:

A Wartime Tax Schedule

Description	Federal	State	City
Arcades (Sportlands)	\$100 (maximum)	Bus.	Bus.
Arcade Machines (penny)	None	Bus.	Bus.
Amusement Machines (5c or more)	10	\$ 5	\$ 5
Automatic Hostess	10	5	5
Cranes and diggers	20	10	10
Gaming Devices (5c or more)	50	15	10
Movie Machines	10	5	5
Phonographs (Juke Box)	10	Bus.	Bus.
Service Machines	None	Bus.	Bus.
Trade Stimulators (penny)	10	3	3
Vending Machines (penny)	None	Bus.	Bus.
Vending Machines (5c or more)	None	Bus.	Bus.

NOTE: Bus. refers to a business or occupational tax on the operator-owner of five or more machines; no tax per machine unit.

SAVE SMALL STORES

Official reports of the United States Department of Commerce in 1942 suggested that as many as 300,000 to 400,000 small stores might close their doors in 1943. This indicates the hardships which war brings upon small establishments. Small stores have become a part of the business life of the United States, and leaders in business and government circles recognize that something must be done.

Canada and England have been in the war longer than the United States, and the methods of those two countries to help small stores are being studied by our government. It is widely recognized that the small store is important to maintaining the American way of life and that such stores fill a large part of the business picture in this country. As long as the war continues the hardships of small stores will steadily increase. This means that every branch of government must carefully consider the small stores in tax legislation that may be passed. It will be necessary not only to avoid harmful steps but at the same time to take positive steps to keep the thousands of small stores in business. Experts in government and in business are carefully studying the situation and will make recommendations from time to time in the hope of saving retail business.

One of the many things that can be done for the thousands of small stores is to give them the advantages of coin-operated machines. During the past 10 years small establishments by the thousands have found one or more types of coin machines of double advantage. And under the new and serious problems of war these stores need the coin machines more than ever. Coin machines have two universal benefits for the small establishment.

Coin machines attract customers into the store.

Coin machines bring needed revenue to the store.

Some years ago one of the leading retail trade papers in the country said that the retail store must find some means of amusing its customers as well as selling them goods. Stores have made great advances in having attractive equipment, but people who spend their money in a store also like to have a little added pleasure. Every store can find some type of coin-operated machine to provide that extra added pleasure which appeals to the customers and also helps the store to pay its rent.

These facts have been amply proved in thousands of small establishments in all parts of the country during the past 10 years.

But government officials, loaded with the responsibilities of government and of a war program, often overlook this fact. Congress has recently passed an excise tax law which will make it impossible for many

stores to have amusement games because of the excessive tax rate. Unfortunately the smaller stores that need coin machines the most will also suffer most under the high tax rate.

Business leaders also overlook the value of coin machines to small establishments. Big manufacturers overlook the importance that small stores by the thousands play in distributing nationally advertised goods. Newspapers overlook the importance of the small store as an outlet for goods advertised in their pages. Consequently, the small store is not fully considered when big problems are at stake.

Better plans are needed for giving full consideration to the problems of the small store. And when those problems are fully considered the place and value of the many types of coin machines in thousands of small establishments in all parts of the country will be shown due favor. Taxes will become more reasonable and a lot of the opposition to coin machines will disappear.

In appraising the commercial importance and value of the coin machine industry, it is necessary to consider how much these machines mean to the establishments in which they are placed.

The machines are not owned by the establishment but are owned by specialists in the business of buying, placing and servicing coin-operated machines. These specialists are known in the trade language as Operators. The establishments get many benefits from the machines, including a specific share in the gross earnings of the machines. This commission paid to stores ranges from 10 per cent to 50 per cent, depending on the type of machine used. It is a common saying that stores are able to pay their rent from the income derived from coin machines which cost them nothing. Because of these facts, any tax placed upon coin machines has its direct effects upon the establishment in which the machines are placed. Some tax plans, including the present federal law, assess the tax upon the establishment itself. This vividly illustrates the fact that taxes on coin machines directly affect the stores.

In times when small stores are having serious trouble of many kinds, high taxes on coin machines will hurt the stores more than in normal times. This is perhaps one of the strongest reasons for keeping coin machine taxes low at the present time. Many trade associations representing drugstores, restaurants and other small stores have often pleaded with taxing bodies to keep coin machine taxes low. The bulk of all coin machines in operation are found in the thousands of small stores in the nation and not in the larger stores. Hence any tax on coin machines will be of concern to small stores rather than the large ones.

REVENUE DROPS

That will be the true story if taxes on coin machines—federal, State and city—become too high. Experience has already shown that the tax rate may be raised so that the total revenue will be less than if the rate were lower on each machine. Already in 1942 reports were beginning to accumulate which show the effects of the high tax rates in the federal statute.

The United States Treasury report for November, 1942, indicated a sharp drop in the excise tax receipts on coin machines. This had been expected because the 1942 amendments extended the coin machine tax to many types of machines and also increased the rates on others. It was well understood in the coin machine trade that the direct result of this would be the withdrawal of many thousands of machines from operation.

At least two other States that license coin machines also reported that receipts began to drop in December of 1942. One of these State tax reports said that the decrease was because no new machines were being made and because repair parts are hard to get. Both reports indicated that the high rate of the combined federal, State and city taxes was serving to force a number of machines out of operation.

All taxing bodies must also consider that the number of coin machines in operation will steadily decrease as long as the war lasts. The manufacturing industry has been entirely converted to war production, and repair parts are hard to get. The lower tax rates are kept, the easier it will be for operators of the machines to keep a maximum number in operation.

In order to keep a maximum number of machines in operation, it is highly important that all type bills be carefully drawn to place a rate on each type of machine that conforms to the earning power of that machine. It is unreasonable to place the same tax rate on a machine that operates by a penny as that placed on a machine that operates by a nickel. Also, there is a wide difference in the earning power of the various types of machines that operate by the same coin. The margin of profit on 5, 10 and 15-cent merchandise sold thru vending machines is very small, and the price of merchandise, sold thru such machines cannot readily be increased to cover increases in costs.

The general costs of doing business during the war are steadily increasing in the coin machine field as well as in other lines of business. These and other important facts should be kept in mind when fixing tax rates for coin machines. Increases in costs and other problems due to the war mean that the coin machine industry cannot bear an excessive rate of taxation and still keep the maximum number of machines in operation.

The objective of all taxing bodies should be to raise a maximum amount of revenue. Hence, the objectives of taxing bodies and of the industry agree. The industry is anxious to keep its machines in business for the duration and is willing to pay as high a tax as possible. But there is a point beyond which taxes tend to react unfavorably on an industry so that the total volume of business is reduced. Taxing bodies must carefully observe this fact in setting the rate so that it will not cut down the total revenue derived.

In addition to the official government reports already mentioned, news reports are accumulating to show how various adverse conditions may quickly reduce the amount of revenue to be derived from coin machines. The following story appeared as a routine news item in The Toledo (O.) Times. The headline was "Pinball License Revenue Drops," which states a real fact. The news item is an apt illustration of how legal rulings and high tax threats discourage operators to the point that city, State and federal revenue from coin machines begins to decrease. The news item follows:

"A decrease of 42 per cent in licenses issued by the city to pinball machines has been noted in the first four months of 1942 compared to a similar period in 1941, Colin MacInnis, city treasurer, revealed today.

"The licensing revenues for the first four months in 1941 totaled \$15,275, while the total licensing revenue for the same period in 1942 dropped to \$9,662.52.

ATTRIBUTED TO RULING

"A total of 1,182 machines were licensed in January, February and March, 1941, while in the same months this year only 685 were licensed.

"The city obtained \$62,362.50 in revenue from the pinball machines in 1941 but expects to receive not more than \$42,000 in 1942. There were 1,272 machines licensed last year, but only 773 had been licensed as of May 1.

CHECK IS CONSTANT

"In order to obtain as much licensing revenue as possible, the city constantly checks on the pinball licenses. Joseph Nathanson, city finance director, estimates a 10 per cent drop in licenses was due to the \$50 tax ordered on each machine by the federal government."

This localized story from a Toledo newspaper may become more common during the war period unless taxes on coin machines are kept within reason. Each passing month will add to the hardships that will fall upon the industry, and increased taxes will also add to the war burdens.

Members of the industry are anxious to continue in business and to pay as much revenue into federal, State and city governments as possible, but they know by experience that the tax rate must be kept low. If federal, State and city taxes are adjusted at a reasonable minimum, the industry can then operate to produce a maximum revenue for each branch of government. This is the happy ideal, and the industry makes its plea for that kind of tax program.

LEGISLATIVE SUMMARY

1. All legislative proposals should carefully distinguish between the three general classes or types of coin-operated machines—AMUSEMENT, PHONOGRAPHS, VENDING MACHINES—and in general it is better to treat each type of machine in separate bills.

2. Amusement games are much more adaptable to licensing; in fact, the amusement games industry generally welcomes the licensing of its games if fair and reasonable fees and regulations are proposed.

3. Automatic phonographs and vending machines should not be burdened with extra taxes at all. If necessary to tax them, an occupational tax on the operator-owner in keeping with other occupational and business licenses of a similar nature is the only fair method.

4. In all legislation relating to amusement games, it is important that definitions be clearly drawn in order to prevent contests in court and to avoid conflict with statutes and court precedent.

5. The operator-owners of coin-operated machines have formed standard trade associations in many States and cities and offer the full co-operation of such groups with public officials for the self-regulation of industry. This self-regulation is a valuable aid to police departments in the regulation of licensed amusement games.

6. Excessive and unreasonably high fees on amusement games lead to abuses of license privileges; any tax on automatic phonographs is an extra tax on the establishment where the phonograph is placed, and any tax on vending machines as units constitutes a form of discrimination.

7. Legislation relating to coin-operated machines during the past 10 years has accumulated to such a degree that a store of experience is now available and important precedents have been set. All this experience should be of use in shaping new legislation.

8. State license laws should set maximum fees which counties and cities within the State may impose on coin-operated machines. The trend is to permit counties and cities to assess a fee equal to one-half of the State fee.

9. Licensed amusement games boost business for small business establishments. Licensed games help small establishments to meet the competition of contests, prize stunts and buying power of chains and big business. Licensed games are a distinct aid to the small independent store or other business.

10. The license system has proved workable with respect to liquor, racing and other ideas that have had to win public approval. The license system is now proving workable with amusement games.

11. Occupational fees or licenses on the operator-

owner of coin-operated machines should be no higher than similar occupational fees on other lines of business in the city or State. Occupational licenses make it possible to regulate and control the personnel of the trade, to prevent overcrowding of the business, and to establish character requirements for those who obtain licenses to operate coin machines. Excessively high occupational fees work a hardship on small operators and give monopolies to a few; experience has shown that this is not a good practice.

12. The most practical laws relating to coin machines are those that are written as briefly and simply as possible. Coin-operated amusement games may be simply classified as a form of table or game and a license imposed as such. The operator of phonographs may be classified as an entertainment or amusement business and an occupational fee imposed in keeping with other business fees. The operator of vending machines may be classified as in the retail merchandising business and an occupational fee imposed in keeping with similar business fees in the city or State. Such simplicity prevents costly court contests and delays.

13. Human-interest articles and stories in newspapers and magazines sometimes give false impressions about the earning power of coin-operated machines. The facts as shown by standard accounting systems may be had. It is the average earnings that should be considered by legislative bodies.

14. All new industries face misunderstanding and opposition. The coin-operated machines industry is a new industry, and, like the automotive, tobacco and other industries, it must plead for a fair hearing and reasonable taxes.

15. In taxing coin machines of all types, careful distinction should be made in the rates on penny machines and nickel machines. Machines operated by a penny obviously have a much smaller earning power than machines operated by a nickel or a multiple number of nickels. Legislation which has failed to take this difference in earning power into account has seriously injured penny-operated machines.

16. When tax rates on coin machines are high it is the smallest stores that begin to suffer first. If the taxes are high the operator of these machines will naturally withdraw them from the smaller stores first because his earnings are lowest there. In fixing the proper tax rate, the earnings of machines in these small stores must be taken as a base because they are in the majority and they also reduce the average earnings per machine. Newspaper reports sometimes feature the large earnings from machines in a few high-grade types of stores, but it is the thousands of small stores with less traffic that determine the average earnings of machines.

THE COIN MACHINE INDUSTRY

STATISTICS

Facts about the coin machine industry are often lacking. Legislative bodies that consider tax proposals are sometimes misled by popular interest stories in newspapers and magazines. The statistics published on this page are the last available for a normal business year, based on 1940 and 1941 reports.

An industry crisis has prevailed since the summer of 1941, when war conditions began to produce shortages of materials. The manufacturing industry has been converted to war production, and new machines cannot be made for the duration. Repair parts must come from discarded machines. Supply and labor shortages exist. The problem is to keep as many machines as possible in operation until normal conditions prevail. Low tax rates will help do this.

The coin machine industry will be greatly needed at the end of the war to provide thousands of jobs again as it did in former years. If tax rates are made too high the revival of the industry will be delayed or it may not revive at all.

GENERAL INDUSTRY DATA

(December 31, 1941)

Number of Games in Use

Amusement (pinball) games	250,000
Counter amusement devices	600,000
Jackpot slot machines	No estimate
Console amusement games	200,000
Miscellaneous amusement machines	100,000
Automatic phonographs	300,000
Cigarette vending machines	125,000
Beverage vending machines	28,000
Candy bar vendors	250,000
Penny vending machines	3,000,000
Miscellaneous vending machines	25,000
Total	4,870,000

Personnel

Principal manufacturing firms	85
Larged manufacturing firms	325
Normal factory employment	15,000
Distributing firms	900
Employed by distributors	4,000
Professional operators	25,000
Part-time operators	30,000
Employed by operators	45,000

Coins in Circulation

Pennies minted, 1940-'41 fiscal year	1,001,445,300
Pennies in circulation	8,514,289,306
Nickels minted, 1940-'41 fiscal year	315,328,500
Nickels in circulation	2,246,620,280
Dimes minted in 1941	263,830,557

PHONOGRAPHS (JUKE BOXES)

(January 1, 1941)

Number of firms manufacturing phonographs	6
Additional firms making wall boxes, etc.	2
Employment in the manufacturing industry	2,500
Phonograph production in 1940	49,000
Estimated production, 1941	39,000
Total number of phonographs in operation	400,000
Estimated value of phonograph industry	\$90,000,000
(This includes manufacturing, distributing and operating divisions of the industry)	
Number of distributing firms	250
Number persons employed by distributing firms	1,500
Number of music operators in the U. S.	7,000
Number persons employed by operators	18,500
Employment by locations (Estimated)	1,000,000

COMMERCIAL VALUE

Number of plants making phonographs	0
Trust pay roll (1939)	\$4,300,000
Capital investment (1939)	\$9,500,000
Dollar volume of sales (1939)	\$15,500,000
Dollar purchases in materials, parts, supplies, etc. used in manufacture of phonographs (1939)	\$8,300,000
*1939 data based on government reports, the last year for which available.	

Phonograph Records

The following estimates of the total number of records produced, and of the part of this total purchased by phonograph operators, are based on reports made by various music trade authorities and on surveys of the music machine industry made by The Billboard:

	Total Productions	Used by Phonograph Operators
1938	33,000,000	15,000,000
1939	60,000,000	31,000,000
1940	75,000,000	37,400,000
1941	110,000,000	45,000,000

VENDING MACHINE DATA

(As of January 1, 1941)

PENNY VENDERS

Number of machines in operation	3,000,000
Nut vendors	1,800,000
Gum vendors	700,000
Candy vendors	450,000
Total annual volume of sales (packs)	\$78,000,000
Total investment in equipment	\$21,500,000

CIGARETTE VENDERS

Number of machines in operation	125,000
Total annual volume of sales (packs)	\$57,800,000
Total investment in equipment	\$ 1,138,500

5c CANDY BAR VENDERS

Number of machines in operation	200,000
Total annual volume of sales (bars)	\$25,000,000
Total investment in equipment	\$ 6,750,000

BEVERAGE VENDERS

Number of machines in operation	28,000
Total annual volume of sales	\$12,000,000
Total investment in equipment	\$ 2,800,000



WE ARE HELPING WIN THIS WAR

The following pages tell how the Coin Machine Industry is helping America win the war. On the battle front, behind the lines and on the home front we, as members of this widespread morale-building business, are doing more than our share. We are fighting, working, saving, giving and sacrificing. We are doing everything our country asks and more.

***This section sponsored by America's
Coin Machine Industry***



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Andalusia,
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Coin Operated Amusement Machines.

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Efficient Operation and Distribution
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40 WAYS IN WHICH WE ARE HELPING AMERICA WIN THE WAR

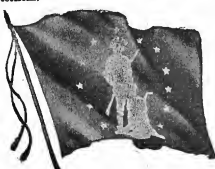
The United States has been actively engaged in the war for more than a year. Men connected with the Coin Machine Industry are unselfishly giving their time, their money and themselves to aid the war effort toward the final goal of victory and the peace that is to follow.

We are winning the war, but we have a long and hard road to follow until we conclusively "Ax the Axis" so that totalitarian dictatorship gives way to democracy. Therefore, those connected with the Coin Machine Industry must continue the good work they have started by further aiding the war effort.

We suggest coin machine men read this list carefully, carry the message and information home to their families and immediately contact their local agencies to sign up for one or more types of war work. "Time Is Growing Short!"

★

1. The manufacturing division has converted to war production.
2. Manufacturers' efficiency in production has merited Army and Navy "E" Awards.
3. Employees in the industry contribute thru pay-roll plan to purchase War Bonds.
4. All firms in the industry post patriotic placards in their establishments.
5. The industry has contributed a high rate of enlistment of its personnel in the armed services.
6. The industry has trained many mechanics and engineers for war plants.
7. The industry trade papers have set a high standard for boosting the war effort.
8. Many firms have used paid advertising space to boost Bonds and the war program.
9. Local firms are nearly all enlisted in the local program for civilian defense.
10. Local firms have in many cases contributed transportation for scrap collections.



At Least 10 Per Cent



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Union City, N. J.
Phone: Union 3-8584
We Buy and Sell Used Phonographs,
Pin Tables, Etc.

40 WAYS IN WHICH WE ARE HELPING AMERICA WIN THE WAR

★

11. The industry as a whole has contrib-
uted much scrap materials.
12. The industry, thru its organizations,
has given much publicity to the scrap
drive.
13. Many amusement games have been
contributed to the USO and other
centers for service men.
14. Families of the men in the industry
maintain a high average for local
patriotic work.
15. Trade associations in the industry
set a high record for supporting the
gas-rationing program.
16. Experimental laboratories of the
manufacturers have contributed some
very important ideas.
17. Adaptations of amusement machines
are being used in training programs
for army and navy.
18. Parts of coin machines have been
adapted to important uses in war
planes.
19. Workmen trained in making these
devices were quickly available for
government use.
20. Automatic phonographs have per-
formed valuable services in boosting
War Bonds.
21. Operators of phonographs have
bought their own records to boost
Bonds.
22. The phonograph division has pub-
lished large amounts of publicity
to boost Bonds.
23. Many machines carry a sticker or
other advertising to boost Bonds.
24. Many phonographs have been con-
tributed to USO centers and to army
posts.
25. Gifts of phonograph records to serv-
ice men have been abundant.



At Least 10 Per Cent



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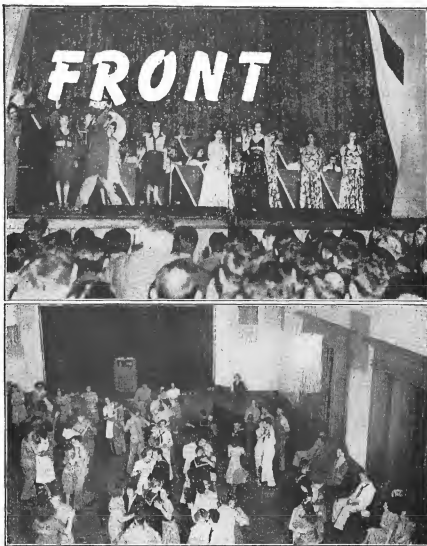
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The Best—All Types New and
Reconditioned Equipment.

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Legally Operated Coin Machines.
Service Day or Night.

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Distributors of Seeburg Products.

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Stuffed Animals, Dolls, Leather
Goods, Gifts, Costume Jewelry.

40 WAYS IN WHICH WE ARE HELPING AMERICA WIN THE WAR

★

26. Clubs have been organized within the industry to send phonograph records to men overseas.

27. Most types of coin machines now pay a federal excise tax to support the war effort.

28. Coin machines now pay a license tax to support 11 State governments.

29. Coin machines now pay a license tax to help support more than 200 cities and towns.

30. Coin machines perform their most useful service in helping thousands of small stores now hard hit.

31. Coin machines offer very useful services to millions of employees in defense plants.

32. Useful diversion for war workers is provided by coin machines near defense plants.

33. The industry contributed engineering experience in solving the metal problem in small coins.

34. Vending machines for dispensing milk have proved a boon to workers in war plants and men in army camps.

35. Trade associations in the industry are supporting local Red Cross work.

36. The industry joined in plans for contributing Christmas gifts to service men.

37. All trade associations in the industry have active patriotic programs.

38. The industry has helped to provide popular music for workers in defense plants and men in the services.

39. The industry has trained many electrical workers who have proved useful in war production and with the armed forces.

40. The industry has set a high standard for giving full publicity to every plan to support the war effort.



At Least 10 Per Cent



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Operating Efficiency and Investing
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BADGER BAY COMPANY
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Distributors for Leading Manufactur-
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Dist. of Mills and All Other
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BADGER NOVELTY CO.
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Wisconsin's Largest Authorized Dis-
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THE ELDEEN COMPANY
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KLEIN NOVELTY CO.
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Phone: Broadway 8484.
Distributors and Jobbers.
All types of coin machines.

MAKUS SALES CO.
2509 W. Villet St.,
Milwaukee, Wis.
Phone: West 1460
Member Skill Games Board of Trade
of Wisconsin.

UNITED COIN MACHINE CO.
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Packard Distributors. Now Manu-
facturing Parts for Victory.

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VENDING MACHINES GAIN PRESTIGE THRU SERVICES TO WORKERS

Vending machines gained new and valuable prestige during the first year of the war—increased services to employees of industrial plants by machines draw plaudits—venders have enjoyed a boom in factories since 1941

VENDING machines gained new and valuable prestige during the first year of the war. This was due to the fact that vending machines rendered increased services to workers in industrial plants and also in locations near these plants. The great industrial boom due to war conditions really started in 1941, and vending machines began truly to feel the stimulus from this industrial activity.

Conditions created by greatly increased employment in plants and factory areas called for services which vending machines could readily supply. While there were many limitations on the actual placing of vending machines in industrial plants, they could be placed in offices or in entrances to the main plant or in the many small establishments that sprang up near industrial plants. Eating places in these industrial areas became a real mecca for vending machines.

Four types of vending machines profited immensely from this new revival of activity. The consumption of cigarettes greatly increased, and venders were able to make this product easily accessible to workers in plants. Candy bars became important as a source of food energy, and candy bar venders helped to bring this product closer to industrial workers. New importance was added to soft drink venders because workers are great consumers of soft drinks, and venders for dispensing bottled milk also became increasingly important. In fact, some industrial leaders were saying that venders for distributing bottled milk would probably become the leading type of machine after the war.

The industrial expansion that came about during the first year of the war is a matter of history. The billions of dollars spent in expanding war plants was almost staggering to the imagination. This meant not only the building of big new plants, but it also meant the rise of many small establishments in the area of the big plants. The big majority of these small establishments created a location for one type or another of vending machines. The big industrial boom greatly increased the circulation of money, and vending machines, like other types of coin machines, always find increased patronage

when people have more money to spend. Workers in plants were making bigger pay than ever, and they were ready customers for cigarettes, candy bars, nuts, soft drinks, bottled milk and any other product that might be sold thru vending machines.

Attract Attention

The result of this service rendered by venders was greatly to increase the prestige of the machines and had already invited the attention of manufacturing firms to the possibilities of making vending machines after the war. Indications were that a number of new manufacturers would enter the vending machine field once the war was over because their attention had been attracted to these machines now rendering service to the great army of workers in defense plants.

The increased usefulness of vending machines had a beneficial effect upon operators also. The tendency was to make better merchandisers of the men and organizations operating vending machines. They found their machines rendering a real service in a time of need, and the natural reaction was to begin to study the merchandising and see how they could better serve the type of market to which their product appealed. The war period is certain to result in a number of experienced merchandising firms in the operating business.

Some criticism naturally arose concerning vending machines in industrial plants. There was some criticism of soft drink venders being located in plants because they led workers to visit the machines too frequently, thus resulting in a loss of time. There were other complaints about the mess caused by empty bottles, etc., but the principal result was that workers appreciated the service offered by vending machines and became

ready patrons wherever they could find such a service.

The big majority of operators were continuing in the vending machine business because their earnings were greater and they had no difficulty in finding locations. The demand for vending machines was much greater than the supply. This helped to eliminate a lot of the competitive evils in the vending machine field. The vending machine field has always had a large number of part-time or small operators, and many of these were known to have sold their routes in order to work in defense plants where they felt they could make better money. Others entered the armed forces. The exit of these small operators was regarded by the larger operators as a benefit to the trade, and many of the larger operators bought up the smaller routes or machines wherever they could get them.

The first year of the war brought many shifts into the industry and also added a few new problems for operators to face. The manufacture

of vending machines was stopped by government order on April 30, 1942. This compelled operators to give more attention to keeping their machines in good repair. Fortunately, vending machines are made to last several years and operators were sure that they could keep their machines in service for the duration. Repair parts became a problem as in many other lines of business.

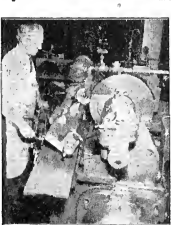
Tax Questions Up

The necessity of increased taxes in order to support the war program confronted vending operators in many ways. The increased federal tax on cigarettes compelled operators of these venders to raise their prices if possible, and the government permitted price increase in order to cover federal and State taxes on cigarettes. Operators had already gained experience in adapting their machines to giving odd change to cigarette customers, so they were well prepared to handle the situation. The only difficulty in this situation was a shortage of pennies which developed later in 1942 and made it difficult for operators to get the pennies to offer change to customers.

When the 1942 federal revenue bill was under consideration, vending machines were again exempted from the excise tax. This was the second time in which Congress had dropped vending machines from the federal tax bill, and it was considered a great favor to the industry.

Two local tax laws on vending machines were defeated during the year. A city tax on venders in Minneapolis was declared void in an important court test case. Vending operators in Maryland were able to defeat the State tax on vending machines passed in 1941. This tax resulted in an important court test case, with the court finally declaring the tax invalid on a technicality. On January, 1943, Maryland's high court declared the vending machine tax to be void.

The question of metals in small coin became an important issue for the federal government in 1942, and vending machines were seriously considered in this problem.



PURCHASES OF COIN MACHINES by America's operators brought about the development of huge plants using modern machinery, such as shown in this picture of a master craftsman and his machine. Coleman should be proud of the fact that these machines are today making the Axis cringe and retreat. (OEM Photo by Gruber.)

How to get the most out of your cigarette and candy machines . . .

Now that new machines cannot be made—now that replacement parts are hard to get—now that out-of-order calls must be measured by the gas, rubber and manhours they waste . . . the continuance of your cigarette and candy machine operations depends

more than ever upon how you use your present equipment. If it is quality equipment such as that produced by Rowe, you will have little to worry about; however, here are a few suggestions which will help you get the most out of any equipment.

* Inspect machines frequently; overhaul regularly; repair with factory-made parts exclusively.

* Keep machines clean—inside and out. To prevent rust or tarnish of trim, wipe chromium at each service. To preserve finish and revitalize luster, wax all painted surfaces twice yearly.

* Look for rust on inside of cabinets and solder joints outside. Remove with sandpaper; touch-up with paint.

* To minimize possibilities of coin-jamming, clean slug ejectors

every six months by soaking in kerosene and polishing channel surfaces with fine steel wool.

* If springs show rust, soak them in kerosene; remove rust with steel wool; paint before reusing to prevent further rust.

* Use grease only on those moving parts which originally were greased at factory. Clean and apply fresh grease twice yearly.

* Constantly seek new locations—take any location better than your poorest; discontinue latter and use machine for new location.

* Continue to expand even though machines are not being built. Buy the new Rowe wood-cabinet machines which were manufactured shortly before the War Production Board stopped production. Buy thoroughly reconditioned, Rowe-rebuilt used machines. There is a limited quantity of both, available now.

* Prepare for tomorrow. Buy War Bonds because Americans need your money . . . Buy War Bonds because you need a sinking fund for the finer machines to be built after the war has been won.



ROWE MANUFACTURING CO., INC.

PEACETIME'S LARGEST BUILDER OF AUTOMATIC SALES EQUIPMENT

Belleville, New Jersey

ALL FACILITIES ENGAGED IN PRODUCTION OF ARMAMENT. THIS WORK BEGAN BEFORE PEARL HARBOR; WILL END ONLY WHEN AXIS IS DEFEATED.

that in such areas as New York and Massachusetts, where vending machines are widely distributed, these machines handle about 11 per cent of the total volume of cigarette sales.

Armed Services First

An important factor in the merchandise supply situation during 1942 was the fact that the armed forces got first call on all available merchandise. The government adopted this policy, and manufacturers of merchandise supplies co-operated in every respect. Manufacturers began assigning quotas to stores and operators and frankly said that they were giving first preference for merchandise to the armed forces at home and abroad. Army posts and cantines were well supplied with the items

usually sold thru vending machines. Supplies were shipped abroad to see that armed forces overseas also had plenty of cigarettes, candy, gum, etc. Lend-lease agreements also took some of these products. Army ration used both candy bars and gum, which consumed great quantities of these items.

It was simply a situation in which the armed forces came first, and stores and vending operators had to yield place. There were no complaints because everybody accepted it as a patriotic duty. Stores felt the shortage in these items of merchandise as well as vending machine operators, and apparently there was no discrimination by manufacturers or distributors.

The most practical sphere for vending machines is in the sale of cigarettes. The standard cigarette pack is so adaptable to vending machine use that cigarette venders have become important as an outlet for cigarettes. For many years the tobacco trade tended to oppose cigarette venders, but small stores began to consider them essential for many reasons and the tobacco trade has slowly come to recognize the venders as an essential part in the distribution of cigarettes.

The war quickly tended to increase the consumption of cigarettes. It is generally considered that the tension due to war causes people to smoke more, and this is certainly true of workers in industrial plants and also of members in the armed services. Cigarette venders naturally shared in this increased consumption, particularly in industrial areas where the number of workers greatly increased. In most cases the venders

proved a great convenience to workers so that they could get the smokes at closer hand. Many industrial plants have cigarette venders in certain areas in the plants. These industrial areas became very important to the cigarette vender trade and probably will be the chief field for such machines after the war.

The cigarette supply situation was primarily concerned with the tobacco crop. Manufacturers of cigarettes had ample stock of tobacco to last two or three years, but prices increased and the government began rationing of tobacco to cigarette manufacturers during the year. By the end of the year there was also talk of rationing cigarettes to consumers. This was said to be due to two things—labor shortage and a lack of glycerin, which is used in making cigarettes. Manufacturers attempted to increase the price on cigarettes, but the government quickly entered the field and established a ceiling price.

Congress, in passing the 1942 revenue bill, raised the federal tax on cigarettes and this compelled an increase of 1 cent in standard cigarette prices, which raised a problem for cigarette operators. For years operators have been adding odd pennies in cigarette packs to give change to the public, and whenever a change in price is necessary it compels operators to go to some inconvenience to change their systems. While they had ample experience in making such changes, new difficulties arose in 1942 due to the shortage of pennies. A national drive was on during the year to keep pennies in circulation, but still the shortage

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POPULAR 50 CIGAR

BRANDS AVAILABLE
TO ALL VENDING
MACHINE OPERATORS

- Packaged for Ready Use in CIGAR VENDING MACHINES
- Immediate Delivery
- Write for Information Today



BERGER-SHAW CO., INC.

241 E. 44th St., N. Y. C.
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HOTTEST ITEM TODAY

Every merchant wants one.
Will vend either book or box matches.
Operators cleaning up, while the supply lasts.
Sells for \$4.95.

SAMPLES \$3.50

Write for Quantity Price

UNIVERSAL DISTRIBUTING COMPANY
1101 Center Street, Des Moines, Ia.



NEW AND USED CIGARETTE MACHINES

NEW 11 Col. Du Greniers, \$125
CORRETTAS—7 Col. Wm
15-7 Col. "SP" Du Greniers
Each\$30.00
5-9 Col. "W" Du Greniers
Each\$45.00
4-7 Col. "V" Du Greniers
Each\$40.00

CORRETTAS—6 Col.\$ 5.00
CORRETTAS—7 Col. Wm
Cabinet Stands 10.00
F. O. N. Cleveland, Ohio
1/8 Col. Wm. Corbett—Shaw Co. O. D.
Ace Cigarette Service Co.
5340 BROADWAY CLEVELAND, OHIO

the government cut down the use of dairy products to a considerable extent. Reasoning and entered this field and naturally limited the use of such items in the candy business.

Small confections were not so seriously affected, and the chief suppliers of these small candies to the vending machine trade continued to make as large a supply as possible. However, they notified their customers early in 1942 that a lot of materials used in small confections were becoming short and that vending operators would have to watch their sources of supply very closely. In the field of small confections it was easier for vending operators to shift from one type to another so as to keep their machines filled.

Soft Drink Demand

The first result of the war seemed to be to greatly increase the sale of soft drinks thru vending machines. This was because soft drink venders proved to be very convenient in industrial plants and in small stores in industrial areas. A great deal of attention was being centered on soft drink venders because of their convenience in this field. But the shortage of materials quickly began to affect the manufacture of soft drinks, and the result was to cut down the supply for vending machines. Sugar rationing cut down the production of soft drinks to a great extent. Soft drink manufacturers found many other problems facing them.

Bottle caps became one of the most widely discussed problems in this field. Caps had been made from tin plate, but the government quickly placed priorities on all of this material for war uses, and bottlers found it difficult to get enough of their product. The question almost became a national political issue. This came about because bottlers soon began collecting scrap tin and they were using much of this to make bottle caps. But at the same time a national drive was on to collect tin scrap for war uses and many people began to complain that bottlers, including beer brewers, were using much scrap tin for their own selfish purposes, that is, for making bottle caps. Bottlers began searching widely for substitute materials and there were prospects that paper caps might eventually be developed that would prove practical. There was also some prospect that paper bottles such as now being used by dairies might eventually be adopted by the soft

drink trade. The vending trade felt that this might eventually be a solution to the empty bottle problem in vending machines, which is a real nuisance. DuPont announced that it had a formula for paper bottles which would stand up under any chemical with which the bottle might be filled. This suggested that paper bottles for soft drinks might finally become practical.

The search for materials to make soft drinks greatly increased the number of brands of sirups on the market. Soft drink sirups had been rather limited before the war, but a great number appeared on the market during the year and this promises that vending operators will have a larger field of supplies from which to draw once the war is over.

A Medical Report

The greatly increased use of candy bars and soft drinks by industrial workers was the subject of an important medical report in 1942. A committee appointed by the American Medical Association issued a report which severely criticized the use of soft drinks and candy bars in large quantities by industrial workers. Doctors said that the use of so many candy bars and soft drinks caused the workers not to eat the proper food or their regular meals. They noted that candy bars and soft drinks were being made convenient for workers in plants thru vending machines and also small stores near by. Hence they felt that the national diet was being greatly injured by this practice. So they strongly urged that manufacturers and army leaders try to cut down such wide use of candy bars and soft drinks.

They made one suggestion, however, which may eventually become true. They suggested a slogan possible for the candy bar and soft drink trades. They said that if vitamins and minerals were added to candy bars and soft drinks it would make these articles of merchandise healthful to consumers. It at once became evident that the addition of vitamins and minerals to soft drinks and candy bars would create a great advertising slogan that would attract the public. If once vitamins and minerals can be made available in large quantities and at a low price, the addition to candy bars and soft drinks will be a simple matter. The beverage and candy industries are aware of this when science will make the elements available for use at a reasonable price.

of domestic metallurgical manganese ore to dealers for resale, and to users or processors who use the ore directly in producing steel or in foundry operations, or in special alloys and other sub-standard ferromanganese, have been exempted from price control by the Office of Price Administration.

PAPER CONTAINERS—With tin and foil eliminated entirely from use as a packaging material for candy, and with the availability of cellophane finally curtailed, paper has become the industry's key wrapping and container product.

Many of the well-known candy bars, pound packages and numerous other type of candies formerly wrapped or packed in tin and foil, have, since the

war, begun appearing in paper containers and wrappers. This changeover has been gradual, but today practically all candies are wrapped and packaged in paper.

In common with all industry, the new power problem haunts the paperboard companies. Workers are scarce; many new are inexperienced and inefficient. The supply of wood pulp, particularly for the makers of kraft board, is endangered by lack of lumbermen.

However, the industry may see up its sleeve here. Pulp, half the material used is waste paper. If they have to, the paperboard makers can largely adapt their processes and substitute the junk collector for the woodcutter as a source of raw material supply.

WE'RE PASSING THE AMMUNITION!



The entire facilities of Northwestern—over thirty years your source for the best in bulk vending—are now devoted to the production of vital war materials. There'll be no new venders this year, but when we again return to the manufacture of machines for operators, we'll have a wealth of new experience to help us build even better equipment. In the meanwhile, we suggest that you take advantage of the few remaining machines we have in stock . . . keep in touch with the bulk vending field through our free monthly publication . . . buy war bonds to finance your future purchases of Northwestern venders.—The Northwestern Corporation, 235 East Armstrong Street, Morris, Illinois.

Northwestern

WORLD'S FINEST BULK VENDERS

MANUFACTURING RESTRICTIONS ON CARDBOARD AND OTHER MATERIALS AND POSSIBLE RESTRICTIONS ON FREIGHT SHIPMENTS MAKE IT NECESSARY TO ORDER

NOW

The Supplies You Will Need for Your Summer Season

- NOVELTY CARDS, CLOWNS, GIRL TYPE AND THE MANY OTHER POPULAR SERIES WE OFFER
- GRANDMOTHER PREDICTION CARDS, HOROSCOPE CARDS AND ALL CARDS FOR MACHINES OF SIMILAR TYPE
- CANDY COATED PEANUTS, CINNAMON IMPERIALS
- MICROSCOPE REELS, STEREO SCOPIC FILMS, VIEW-ASCOPIC FILMS, ETC.
- PUNCHING BAGS AND BLADDERS
- LIMITED AMOUNT OF CIGARETTE MACHINES STILL AVAILABLE

Write for Price Lists of Supplies and List of New and Factory Reconditioned Machines

INTERNATIONAL MICROSCOPE CORPORATION

Manufacturers of Microscopic and Optical Equipment. 44-01 ELEVENTH STREET / LONG ISLAND CITY, NEW YORK

VEHICLE SUPPLY NOTES

TIRE RATIONING—Several adjustments and additions to tire rationing regulations were announced by OPA. Principally, changes provide tire eligibility for certain commercial vehicles which are disqualified by a "smallness" when OPA excluded them from its regulatory control (Amendment 10 to Ration Order 1-A), effective February 15. OPA-1042.

CIGARETTE PRODUCTION COST—Cigarette makers' costs will be increased about 40 million dollars as a result of record prices paid to tobacco farmers for the 1942 crop. Unless the OPA cigarette price advances, the effects on 1943 earnings of the leading producers will be severe.

\$35 MILLION FOR CANDY IN '42—Sales for the nation's sweet tooth last year involved the expenditures of \$355,603,000, U. C. Capt. director of the census reported. He said candy manufacturers'

sales last year were up 23 per cent over 1941.

WARNING TO FARMERS—It has recently been suggested to the farmers that they watch their tobacco production for 1943 so that they don't overplant and grow more tobacco than can be taken care of properly.

Two vital reasons for this precautionary measure were pointed out: First, the labor shortage will be even more acute next summer than this year. And secondly, every pound of fertilizer put under 1943 tobacco will have to be taken out of materials essential to the war effort.

SUGAR INDUSTRY AIDED—Government reports show that the sugar industry is greatly aided by the cigarette manufacturers, for many million pounds of sugar are used annually in cigarette manufacture.

MANGANESE CONTROL EASED—Sales



Wild Rush May Develop To Grab "Juke Box Billions"

See possibility of faxes, grab plans—record ban situation draws attention to moves to collect on phones—taxes certain to get preference—dryns enter field with entirely new tactics

CHICAGO, Feb. 20.—Development in the Petrillo record ban situation followed each other in fast sequence during the second and third weeks of February.

The United States Supreme Court February 15 gave Petrillo the legal right to continue the national ban on recordings for radio, juke boxes and other reproductions. The ruling of the high court sustained the federal court decision in Chicago October 12, which said that Petrillo's union could not be charged with violating the anti-trust laws.

The high court decision brings up the question of the legal status of the record ban at present. A summary of information available indicates that Petrillo has legal authority to go ahead with his ban and to refuse to make recordings if his members prefer to do so. They also can demand higher pay as a labor union.

But there is no legal authority conferred upon Petrillo to actually collect any fee from juke box operators as such for the privilege of playing any or all records.

The power which remains to Petrillo now is simply that of organized control of the supply of records insofar as members of his union constitute the bulk of musicians. No legal authority has been conferred upon Petrillo or his union to collect any extra fee from operators to use records in juke boxes. As long as the present federal copyright law remains the law, no special fee can be demanded by Petrillo or any other organization by legal authority.

The most recent developments have prepared the way for all the juke box grab plans now known to exist to begin a grand rush to see which can get there "firstest and grab the mostest." The order of the day at present is for deals, negotiations and formation of collection agencies. Operators are likely to be besieged for several days now with all sorts of rumors and plans as to how much they will have to pay and to whom they will pay it.

Against this array of organized bans, deals, negotiations and grab plans will stand the big majority of music operators of the country, who are unorganized and who are strongly individual in their business operations. The juke box business has

long bemoaned the fact that the big majority of its operators are unorganized, but this may now prove to be a grand blessing to the industry.

Because war plants and the armed services have taken most of the mechanics and routemen, operators of juke boxes are largely individual business men now doing their own service work. Everybody who has considered the situation recognizes that the big task for any grab plan is a collection agency that can really collect from all these individual operators, since no such organization will have any legal power to collect in any way from them.

The only power that will be available to Petrillo or any other collection agency will be simply that of organized tactics based on boycotting or controlling the supply of records. And individual juke box operators have full legal right to buy records wherever they can get them at the same price charged to other buyers, and to use those records on juke boxes or in any way they please so long as the present federal copyright laws remain the law of the land.

A lot of plans are in the making for a collection agency to collect from juke boxes. Petrillo is nat-

urally insisting on doing the collecting thru his own organization and also insisting on handling the funds himself.

The collection job would naturally provide some fat salaries for executives and a lot of jobs for collectors in all parts of the country. One estimate on the cost of a collection set-up is \$200,000 per year. This was contained in the Rosenbaum grab plan, which specified 4 per cent of the gross take from juke boxes.

Recently it has become known that there are at least three groups within the juke box industry itself that have plans for a collection agency. Perhaps members of the juke box trade feel that if a juicy collection set-up must be organized, it would be preferable to keep this big business within the trade itself, and if anybody is to get fat salaries, let someone in the juke box industry get those salaries.

Rumors have recently indicated also that one of the record manufacturers has some kind of a plan for setting up the collection agency and a man already picked to be the czar for this set-up. Regardless of how many collection agency plans are set up, it is still apparent that Petrillo will insist to the last that his own organization do the collecting, get the salaries, and administer whatever money is collected from juke boxes, radio and the record manufacturers.

It is possible that a great show will be staged by the rivalry of those collection agency plans in the near future, but Petrillo will probably maintain the upper hand thru it all.

Senate Pressure

The pressure which started so many developments in the record field in recent days came from Senator Clark, chairman of the Senate committee which has been investigating the Petrillo record ban. Petrillo had been questioned by the committee previously, and then the committee had adjourned for later hearings. Senator Clark recently called upon Petrillo to present some official and definite demands or else the committee would have to take

(See Juke Box Billions on page 92)

New Petrillo Decision

CHICAGO, Feb. 20.—Judge John B. Barnes of the Federal District Court issued a memorandum opinion February 17 indicating that James C. Petrillo and his union will have to stand trial on the new government suit. The court gave Petrillo 20 days in which to file an answer to the government complaint. Then a date for the trial will be set.

Judge Barnes said a new issue had been raised in the second government suit which suggests that Petrillo and his union have conspired "to eliminate from the air independent radio stations which depend largely or entirely upon phonograph records or electrical transcriptions for their musical requirements."

Interest in the case is increasing here because it appears important new legal issues may arise. The new case seems to be based on the fact that if Petrillo alleges that his members lose business because of mechanical music, it is just as fair for the radio and juke box trade to say the Petrillo ban costs them business. That is really to be the issue in the new suit.

Altho Petrillo had requested phonograph manufacturers to attend the negotiation meetings in New York, reports from the East say that manufacturers were not represented.

Attorneys state that juke box manufacturers have no legal authority for negotiating with Petrillo in any way because the manufacturers do not own juke boxes and in no way represent operators of such machines.



Preview
SENSATIONAL
NEW
WURLITZER
MODELS

WE WISH WE COULD INVITE YOU TO THE SHOW NOW....

There, of course, will be no new Wurlitzers until this war is won. But, busy as we are with war work, we have given intensive thought to what you will see when once again new Wurlitzers are announced and placed on exhibition.

Suffice to say now that just as new alloys, new plastics, new materials of every kind and tremendous advancements in the field of sound reproduction are coming out of the intensive research born of the

war, so will come their use in the post-war Wurlitzer.

That it will be the most sensational automatic phonograph of all time is already assured.

Prepare for it and the amazing profit opportunities it will bring with it.

Buy War Bonds today. Re-invest those funds in new Wurlitzers once the Axis is smashed. The Rudolph Wurlitzer Co., North Tonawanda, N. Y.

The Name That Means Music to Millions

Picking the "Possibilities" Records Requires Assembling of Many Facts

Recent events have made practically every release a possibility—normally it takes more than a "tin ear" and "two left feet" to predict the "comers."

By ELLIOTT GRENARD

EXCEPT for the past couple of months, when any title doled out by a major disk firm automatically became a "Possibility," picking potential coin machine clicks is always a complicated process. Many factors go into the selection of likely material, but an equal number of considerations are weighed in eliminating the less worthy.

Certain essential information must be known before an accurate estimate may even be attempted. The origin of a new song is important—is it Tin Pan Alley born, or does it come from a film or stage musical? If from a production, how important a production is it? Who are the writers of the song, what firm will publish and is the tune slated for a drive?

If that were all that goes into

tabbing a possibility, the job could be done by anyone with a tin ear and two left feet.

Literally thousands of songs are published annually, scores of them from pictures. One powerful pub figure it costs him \$25,000 to put a song over. It would be a simple matter of adding up the profits if all he had to do to collect was to get behind the top tune in a Grade-A film and push. The film producer himself can only hope that the tune he puts into his flicker will mean something and for that reason his firm frequently owns a string of pubs to insure getting the tune heard in the nation's restaurants, ballrooms and homes via ether plugs.

The pub, on the other hand, keeps his fingers crossed when he gets word that this or that Hollywood

ditty is to go for a ride. That's when the pluggers begin bearing down on ex-leaders, singers and record execs. Except for occasional naturals, a song that can't possibly miss, the pub doesn't know whether or not he's going to break his back trying to put a song over.

Carry it one step further. The band leader or vocalist often goes so discreetly in choosing a song for his books. The publisher retells him it's the firm's No. 1 tune, it's from such-and-such a Hollywood super-duper, gets the leader to preview so he can hear flimflam's ace crooner or chanteuse sock it over in the big scene of the celluloid classic—and may be the vanguard-wait has his arranger make up the song.

The record execs, under normal conditions, has a number of bands under contract he has to keep happy, plenty of shellac and the other diskers to compete with, so he gets on his feet, almost anything that's written in 4/4.

Finally the recorded tune hits this desk. That's when all the tangible assets are pondered and that's when the intangibles get in their licks.

Is the tune one that sticks with the listener? Are the lyrics a help or a drawback? Will the title attract? Is it good dancing music? Does it listen easily? Will it become boring or irksome after a dozen plays? Is it hard to dig, or easy to catch? Has it a broad appeal? Can it make money in varied locations? Can it? Will it? does it? should it?—"it" meaning money—to be made—by juke-boxes.

Comes an "I Had the Craziest Dream" and all that is necessary to mark it a smash is a quick listen of the first eight bars. Plus the fact that it is from a film musical in which Harry James appears, and the fact that James himself has waxed it. The Buying Guide had "Dream" down as a Possibility before Columbia had a release number set for it.

Comes a "White Christmas" and back in August the Guide cautions the ops not to wait for the yuletide to roll around before stocking up on this lulu. Money in the bank, we said, and money in the bank it proved.

Three weeks in a row, before most of the trade had heard there was a song tagged "There Are Such Things," the Guide went out on a limb tooting the Tommy Dorsey disk. A good sturdy oak tree is what the limb turned out to be.

"Moonlight Becomes You" is another case in point. But they were all beautiful ballads that couldn't miss. Equally accurate have been the more unorthodox ditties. "Praise the Lord," "Dr. Fuhrer's Face," "Jingle Jangle" even a "Star-Spangled Banner Waving Somewhere" is dug out of its hillbilly haunts and waved in front of the noses of coin machine ops who like the smell of nickels.

Many a tune is picked for a long pull. "Lights Go On Again" didn't fulfill our predictions for months. "Brazil" is only now beginning to pick up the steam we anticipated for this fiery Latin samba. There have been countless Duke Ellington masterpieces, but only occasionally does one of them find its way onto the boxes. For the most part, they are too advanced musically for popular appreciation. But when a "Never No Lament" is given an overhauling, has its melodic structure simplified, given an appropriate set of lyrics and title that express that lament in down-to-earth terms and emerges as "Don't Get Around Much Anymore"—let's for us. Here is a tune that has the benefit of only two recordings and a publisher that was

in no rush to push the song to the top.

The success of a Possibility cannot alone be measured by the number of weeks it spends in Going Strong. The amount of coin rung up in music box registers by songs like "Take Me," "Three Little Sisters," "Everything I Love," "At Last," "Serenade in Blue," "He's My Guy," "Met Her on Monday," "Came Here To Talk for Joe" has been considerable indeed, and there have been many others.

Even the less eminent Possibilities serve their purpose and pay off where it counts. Week after week, Record Buying Guide Reports from music centers of the country report territorial favorites that reaffirm the selections made by The Billboard. They may not have swept the land, but "Massachusetts," "Kille Kille," "Touch of Texas," "If I Cared a Little Bit Less," "Moonlight Mood," "Under a Strawberry Moon," "There Will Never Be Another You," "Street of Dreams," "You Gettin' Tired So I Can Dream" and other similarly situated tunes have earned their diplomas as Possibility graduates.



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ROCK-OLA

COMMANDO Phonograph

- ★ EASY ON RECORDS
- ★ EASY ON NEEDLES
- ★ EASY ON SERVICE
- ★ EASY ON THE EYES
- ★ EASY TO COMMAND BEST LOCATIONS
- ★ EASY TO RUN EFFICIENTLY AND PROFITABLY WITH EQUIPMENT LIKE—

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San Antonio, Texas

Exclusive Factory Distributor

USED RECORDS

BOUGHT FOR CASH

A. D. KILL, 225 Fifth Ave., New York, N.Y.

WILL PAY CASH—HIGHEST PRICES FOR YOUR USED RECORDS

No question as to the value of your record. Let us know what you have! **HALPERIN'S MUSIC SHOP**
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BUY BONDS FIRST—THEN ARISTOCRAT CABINETS

—Not Just Another Cabinet—

"IT'S TOPS"

Make Your Out-Dated
Phonographs Into
1943 MODELS

ARISTOCRAT
CABINETS

Are adaptable to all Makes of Phonograph Mechanisms.

Any Mechanic can make the change-over.

OPERATORS
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One-Third
Deposit With
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Will take your Idle Phonographs in Trade. (Give type, model, and rock-bottom price.

WHEN IN OUR CITY—PAY US A VISIT

ARISTOCRAT CABINET CO.

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PHONOGRAPH CLOSE-OUT

TWIN #12 WURLITZERS in metal cabinet, excellent condition, complete with Buckley Adaptor, Amplifier and Speaker.

TERMS: \$25 deposit with order, balance C. O. D.

WILLIAM CORCORAN, 1157 Post St., San Francisco

\$98.50

Plus Freight

We've made it
Many times easier
 for you to give
Coin Machine Needle Service
The Pfanstiehl New 40,000 Play Package

Every Pfanstiehl 40,000 Play Package means just 10 "service free" machines... because you do not have to change or turn the Pfanstiehl 4,000 Play Coin Machine Needle.

Besides, you save gas and tires . . . for you can cut down the number of your service calls with safety and confidence. Yes . . . you can save time and money in many ways . . . because the new tempered flexible shaft Pfanstiehl Coin Machine Needle provides *Extra Long* record life.

**Every Machine
 You Operate
 Will Earn You
 GREATER NET
 PROFIT
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 with a 4,000
 Play**

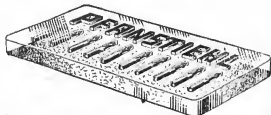
This is
 the exact
 size to which
 the tip of every
**PFANSTIEHL
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 is magnified for
 final polishing
 by skilled hands

Pfanstiehl
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The magic smoothness of the Precious Metal Alloy tip made by the new science of Powder Metallurgy, gives you unequalled reproduction from the high-fidelity records now available.

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Does It!



Transparent, Tamper-Proof Package

Holds ten 4,000 Play Pfanstiehl Needles. Fits into your vest pocket. Ten packages (100 needles) take up less space than your billfold.

Resilient!

The springy
 toughness of this
 new kind of shaft
 protects your
 record and your
 profits.



Smooth! The
 heaviest metal in the
 world is polished to
 within $\frac{1}{1000}$ of an inch of
 absolute smoothness.

JUKE BOX BILLIONS

(Continued from page 42)

some action. Under this pressure Petrillo called his executive board together for meetings in New York, and after several conferences written notices were sent to record manufacturers and juke box press conferences on February 12. A press conference was also held that day, and Petrillo announced the general demands which his union would make on the recording industry. Among other things, Petrillo asked that the record manufacturers meet with his board on February 15 to begin negotiations for fees to be paid

to the AFM. The original notice said that Petrillo would ask for a fixed fee on each side of records made by members of his union, such a fee to be agreed upon by negotiation. Terms for transactions were also included. The notice also specified that the union would ask for an annual fee on each juke box in use, such a fee to be agreed upon by negotiation.

The juke box demand was broken down into three or four sections, which specified the common juke box, the telephone music box and "soundies," or what the trade calls movie machines.

In response to this notice from Petrillo, officials of 10 record and

transcription companies met in New York February 15 and started on what Petrillo called negotiations. The meeting was continued on February 16.

Seem Undecided

In reporting the results of the first day's negotiations, The New York Times said that "altho Mr. Petrillo declared that the officials of the companies seemed to want to make a settlement, it was understood that they had not yet decided whether to accept the basic feature of the union's plan. Under the plan, which Mr. Petrillo has said was without precedent, the manufacturers would pay a fee on each disk sold, the money going not to the musicians who make the records but to a union-controlled fund."

The news of the U. S. Supreme Court decision favorable to Petrillo led newspapers to again publish editorials strongly condemning the Petrillo record ban and Petrillo tactics altogether. Probably the most outstanding of these editorials was that published in The New York Times February 18.

Friends of labor again became disturbed that the Petrillo record ban might be used by anti-labor forces as the entering wedge for a national campaign against all organized labor. It is well understood that there are strong anti-labor forces in the Senate and House at the present time, and that there is also much national agitation against unions. Many fear that such an incident as the Petrillo record ban might be just the thing these anti-labor forces need to accomplish the repeal of federal laws now recognized as very favorable to labor.

The U. S. Supreme Court in its decisions has previously mentioned the Clayton and Norris-La Guardia acts as the reason that Petrillo's action and other similar steps by unions cannot be prosecuted for anti-trust violations.

The purpose of the Supreme Court seems to be to force Congress to reconsider these laws and to pass laws or amendments that will make it possible to hold labor unions accountable for acts such as the Petrillo record ban.

Efforts To Repeal

While juke box operators have the present federal copyright law as their strongest bulwark, it is well known that strong efforts are being made to secure the repeal of this federal protection. Two bills have recently been introduced in Congress with the purpose of repealing or amending the copyright laws so that it would be possible for Petrillo and any similar organization to collect whatever fees they can squeeze out of the juke box trade. It is well known that there are three powerful national organizations that have been at work for some time in an effort to get what they can from the juke box trade. If the copyright laws are amended or repealed so that Petrillo would have legal authority to collect special fees from the juke box trade, it is generally felt that there would be a mad rush by Petrillo's union and other powerful organizations to see which could grab the most. It is recalled that test cases are still pending in court, brought by powerful organizations to try to undo the present copyright laws. The purpose of these test cases is to prepare the way for collecting from juke boxes.

This legal muddle is merely a part of the mad scramble which may now be under way to grab the "billions" of dollars that are supposedly being poured into juke boxes every day. It is not yet possible to foresee the end, but certainly intense rivalry is

likely to develop when the real grabbing gets under way. It is possible that these various grab plans may become such keen rivals that they would eat out of each other, and the juke box operators, individualistic as they are, may be continuing business at the same old stand.

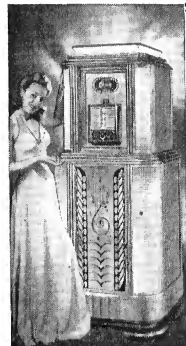
Two juke box grab plans have been given a lot of recent publicity, in addition to Petrillo's grab plan. These include the Rosenbaum plan announced by the manager of a radio station in Philadelphia, said to be a friend of Petrillo. The Rosenbaum proposal would turn 40 percent of the gross receipts of juke boxes into a national fund for unemployed musicians. Another juke box plan was proposed by a New York attorney who suggested taking 20 percent of juke box receipts for a national fund to pay to unemployed musicians.

These grab plans all seem to be based on the much-publicized idea that juke boxes are regular mints for taking in millions and millions of dollars each year. Meanwhile, it is well known in the juke box trade itself that these machines do not coin the money that the grab planners imagine.

Added to all the grab plans is the fact that the federal government collects a \$10 annual fee on each juke box; several States also collect a State tax ranging from five dollars to considerable sums; a number of cities collect a city tax; and States are beginning to increase their fees on juke boxes. Maryland, for example, collects a \$10 fee each year, and a bill is now in the State Assembly to add \$15 extra to this annual fee on each juke box. It is taken for granted that all these federal, State and city taxes will have precedence over any and all grab plans that may be hereafter instituted.

Another new wrinkle in the juke box situation is the fact that prohibition forces have adopted new tactics which call for banning music from stores and establishments that sell liquor. The dry forces seem to have the idea that if music is driven out of the establishments, it will soon cripple the liquor trade in a serious way.

Put taxes, dry campaigns against music, and all the juke box grab plans together, and it constitutes one of the biggest and most amusing situations ever to develop in the United States—if it were not such a serious threat to the business of several thousand small business men known as juke box operators.



CLOSE OUT of Charm Cabinets

\$72.50

Beautiful cabinets to glorify your old music equipment. Old mechanisms and wall boxes attain capacity earning power when placed in a Charm Cabinet.

Sold for twice the price. We are devoted to war production and sacrifice our

remaining stock to secure space immediately. Beautiful finish—colorful shaded glass—fine construction—no mechanical or lighting parts included. \$72.50, plus excise tax. Send \$25.00 deposit each cabinet, balance C. O. D. While they last.

Glamorous Charm Cabinets rate the best spots.



CHARM MUSIC CABINET COMPANY . . 1218 No. Wells St., CHICAGO

KENTUCKY'S OLDEST DISTRIBUTOR

Offers COMMANDO FOR 1943

MOST BEAUTIFUL PHONOGRAPH ON THE MARKET TODAY. TOPS IN PERFORMANCE AND TONE QUALITY. We recommend COMMANDO as the finest coin-operated Phono-graph we have ever seen in operation. Gets and holds the best locations.

Liberal Trade-Ins on Used Phonographs

IMMEDIATE DELIVERIES

J. E. COBB DISTRIBUTING CO.

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SEE
PETE
for the
BEST

There is in Music
Commando

Rock-Ola Factory Distributor

"PETE" PIETERS
King Pin Games Co.
826 Mills St., Kalamazoo, Mich.

Many Trends Combined To Give Folk Music a Wider Audience

Name bands and elite press give ear to folk music and find that it pleases all audiences . . . when the war is over, folk music may be the field to watch

NEW YORK, Feb. 20.—The folk record field, like all other branches of the recording industry, was conditioned almost through 1942 by government limitations on the use of shellac. At the start of the year, before the shellac orders came thru, folk tunes on wax were enjoying a period of almost unprecedented prosperity. They had always been a staple on music machines for home use, but they felt the pinch, along with all other types of recordings, when radio combined with the depression to assault the record business during the early '30s. They also became a part of the industry's climb to new heights of prosperity during the last years of the decade, a position that was solidified during 1940 and '41.

The early shellac orders, not nearly so stringent as those that were to come later, had no great effect on the folk music field. Platters continued to sell in tremendous quantities—quantities so huge that they are astounding to those accustomed to considering only sales in urban communities—and as a result new titles appeared with regularity. When the government shellac orders became increasingly tough toward the end

of the year, however, the output of folk music fell sharply until, at year's end, operators were forced to rely almost entirely upon standards and long-continuing hits, with only an occasional release to give them new material to work with.

Operators specializing in folk music disks, however, were not hit nearly so hard by the situation as those featuring pop recordings; if anything, the field gained in comparative strength—and continues to do so—during the period of sharply restricted releases. For it has always been true that folk music hits on wax have had a much longer life than pop band hits. The millions upon millions of folk music fans remain true to their favorites for months and even years; as a result, the lack of new platters could for the most part be easily met by a revival of standards and older successes.

Into New Fields

The year, despite the difficulties caused by war conditions, was one of great advances for the field of folk recordings; country-type platters made a place for themselves larger and more secure than ever, and they invaded categories hitherto almost entirely closed to them.

These advances into new fields were made in many ways. For one thing, folk music received thru the year constantly increasing recognition on metropolitan radio. Without sacrificing any of the tremendous popularity it enjoys on rural stations, country music found itself featured increasingly upon urban outlets and adding more and more city dwellers to the tremendous circle of its fans. For another thing, folk music received increasing recognition in the long-hair press, with more and more articles on it appearing in publications catering to concert-goers who, not long ago, would have sneered at a mere mention of country tunes. For still another, the number of folk-music artists employed in pictures rose during the year and shows every sign of continuing to rise indefinitely. Unquestionably, the field is attracting a wider and wider audience.

Another proof of its increasing popularity is seen in the tremendous crowds drawn to personal appearances of folk-music artists whose work is known nationally thru records and radio appearances. Such personal tours were far too numerous to be listed here; the point is that they were, without exception, highly successful. And in some cases the crowds drawn to single performances were sensational. Sunday "jamboree" promotions at various points in the South drew audiences of 4,000 to 5,000.

The widening circle of folk-music

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In History of Music

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BOB ATCHER
and
BONNIE BLUE EYES



ON **Okeh** RECORDS

- 6689 Pine and Needles
Time Alone
- 6686 Sonnets on My Mind
Why Should I Cry Over You
- 5134 I'm Thinking Tonight of My Blue Eyes
You Love Me or You Don't
- 6090 Answer to You Are My Sunshine
You'll Always Have My Heart
- 6041 Don't Say Goodbye, Little Darling
I'm Lending You to Uncle Sammy
- 5402 The Last Letter
You're My Darling
- 5866 You Waited Too Long
A Face I See at Evening
- 6495 I'm Reading Your Letter Again, Dear
Let's Start, Life All Over
- 6395 Poor Little Rose
Don't Melt Away
- 5993 I Wish It Weren't So
Are You Sure?
- 5697 She's Not My Curly Headed Baby
I Dream of Your Bonnie Blue Eyes
- 5370 You Are My Sunshine
Crying Myself To Sleep
- 5808 Cool Water
Pennsylvania, Pa.
- 6496 Wishing the Floor Over Your
Shoulders of Strangers
- 5652 Seven Years With the Wrong Woman
I'm Not Coming Home Tonight
- 6602 In the Echo of My Heart
Let's Tell Our Dream to the Moon
- 6453 There'll Be a Day
You'll Be So True
- 6263 Take Me Back Again
I Wonder Where You Are Tonight
- 5928 We Never Dream the Same Dream Twice
No One To Kiss Me Goodnight
- 5323 Broken Vows
Whisper Goodbye

Thanks to The Billboard
for helping us make our
new recording

DON'T STOP NOW

featuring **BONNIE DAVIS**
with the **Bunny Banks Trio**

A SMASH HIT

Thanks to Modern Music Sales, 40th Ave. and 45th St., N. Y., and our distributor, Continental Record Distributing Co., 1845 Broadway, N. Y. C., and Continental Record Distributing Co., Cleveland, Ohio, for the great job they have done.

MR. DEALER: Sorry if you haven't been getting shipments on **DON'T STOP NOW** on time. Our entire output has been "grabbed up" just as fast as we've issued records.

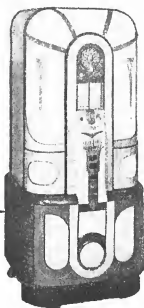
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EXECUTIVE DINING ROOM. David C. Rockola, president of Rock-Ola Manufacturing Company, joins conference. Left to right: Otto Mallegg, Jack Nelson, D. C. Rockola, Rogerio Azcaraga and I. F. Webb.

addicts is also seen in the fact that the pop music field shows an increasing tendency to take over folk tunes for the use of name bands. The most obvious example during the year was, of course, "Deep in the Heart of Texas." Even when actual folk tunes are not taken over bodily, there is a clear tendency on the part of the pop field to satisfy an increasing desire for tunes that closely approach the country type.

Probably the most conclusive proof of folk tunes' increasing audiences, however, is found in the fact that during the year country tunes actually made the Hit Parade of pops, with folk recordings listed among the top platters of the nation not only in their own field, but in the hitherto alien pop field as well. This is a trend that is constantly increasing; more and more, a sensational country-type tune has an excellent chance of landing among the top pops as well as of creating huge sales records in its own balliwick.

In another direction country tunes also set up a record of which to be proud. With the government asking urgently for stirring war songs and bewailing the fact that Tin Pan Alley songsmiths seemed unable to write them—a condition that still continues in 1943—the folk-tune field came thru with a large number of patriotic ditties that took the country by storm and splendidly fulfilled the desires of the government. Chief among these, setting up a sensational record that landed it in the hit parade of pops and brought its singer at one step to the forefront of country artists, was Elton Britt's "There's a Star-Spangled Banner Waving Somewhere." This was unquestionably one of the most sensationally successful recordings of the year, all types included.

Patriotic Numbers

But there were many other fine patriotic tunes that set folk-music fans singing in the way our government desired. Notably, there were the tunes written and sung by Carson Robison, chief among them being "1942 Turkey in the Straw," which used the old favorite tune and fitted it with stirring contemporary words. It, too, was one of the year's sensations, getting a terrific play on music boxes in every section of the country, including the big cities, and rolling up a splendid sales record for itself on platters for home use. Even now, a year after it was released, it holds a solid place among the leading recordings. Other Robison recordings did comparable jobs, and so did the waxings of other country-tune artists. The folk music field has successfully filled the government's request for rousing fighting songs.

Despite the fact that many country-tune artists left the field to enter the armed services, tremendous strides were made during the year by many singers and writers. And the volume of coun-

try-tune platter sales was tremendous. The aforementioned "Star-Spangled Banner" and "1942 Turkey in the Straw" were only two of the hits that scored sales records. Also in this category was Gene Autry's "Tweddele-o-Twill," one of the greatest successes in the entire professional life of the Western singer. Other Autry recordings, both new and old, received tremendous machine play and rang up sales records during the year, as did still other waxings by Robison, a veteran of the field who had left it for a while but returned to it with a terrific sock. Also scoring record home sales and music-machine receipts were the waxings of Roy Acuff, Ernest Tubbs, Louise Massey, Bob Acher and many other outstanding country-tune artists.

The field was unquestionably held down by war conditions, particularly the shortage, especially during the latter half of the year; but despite these difficulties it made such solid gains that it proved itself tremendously vigorous. It is meeting the current demands of war conditions more successfully than any other branch of the music industry, thanks to the

particular nature of its waxings, their increasing popularity and the comparatively long life they enjoy; it is constantly bringing to notice its top artists in such a way as to bring acceptance not only among folk-tune fans but among all parts of the music-loving population; and it is constantly carving a greater and greater place for itself in the musical world.

Its immediate future, of course, like the future of all industries, depends upon the war. But despite conditions, it is constantly expanding. Throughout 1942 it has shown by its work against adverse conditions that when the war is over and normalcy returns it will be the field to watch. At that time the gains it made during 1942 will be increased many times over.

Stick a Needle in the
Other Side of
Dor Fuhrer's Face
and Hear
"I Wanna Go
Back to West
Virginia"
by
SPIKE JONES
and His City Slickers
on
BLU-BIRD
RECORDS
VANGUARD SONGS, HOLLYWOOD, CALIF.

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700	285.00
600 Royal	125.50
600K	159.50

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1940 Super Rock-O-Lite with Adapter and 9 Dial-A-Tune Wall Boxes	\$360.00
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1938 Wonderbox	55.00
Rhythm Master 16	45.50
Seaburg Milne, L.S. 8800	215.00

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Outlook for Turntable Talent

By Elliott Grennard

In the midst of daily changing conditions imposed by the exigencies and urgencies of a wartime economy, probably no single division of the entertainment business has so safe a future as has the coin machine music dispenser.

True, sacrifices necessarily demanded by a war machine that must have its essentials in order that it be triumphant, have been expected and received by the juke boxer impartially. Priorities on war-essential metals have limited the manufacture of the machines. Transportation restrictions have made more difficult the distribution of phones. Shellac shortage has made itself felt, and Selective Service has taken some of the cream from the bottle of plenty.

But withal, and notwithstanding, the music machine industry remains intact and prosperous. And

all because it has one item to supply the populace that is as necessary as lifeblood. That item is music.

When all is said and done, it doesn't matter too much what is being played and who is doing the playing—it's music and that's enough. Part of that was proven when ASCAP took its compositions away from the broadcasters. The ether moguls secured inferior and, certainly lesser-known merchandise, and continued blithely on their way for approximately a year.

As to the importance of having the music played by any one special performer, that too has been answered time and time again by any buyer of talent. If Joe Blow isn't available, Tom Thumpit will do. If Tillie Tonsils is busy elsewhere, Al Adenoid can fill in very

nicely, thank you. No one person and no one song is music.

This coming year will see many changes in available performers. Uncle Sam has declared priorities on many of the most desirable and before Hitler & Company are annihilated, many more will don khaki or blue. If they are called it will be because our armed forces need them more than we at home. We say "Godspeed, and hurry home." Will music continue and flourish in their absence? Most assuredly, "yes."

Glenn Miller won the top call on seven of last year's Going Strong tunes. The three that remained on top for the longest span were all his: "Chattanooga Choo Choo," "Kalamazoo" and "Elmer's Tune." In the 1943 crop of hits, Captain Miller has "Dearly Beloved," "Moonlight Becomes You" and "Juke Box Saturday Night." Among his still unreleased records may be a few more. He'll be sorely missed and he'll find his spot waiting for him upon his return. Meanwhile, we'll carry on.

Artie Shaw is another favorite name busy building morale in the services via his navy band. He wasn't among last year's Going Strong but his evergreens like "Begin the Beguine," "Indian Love Call" and "Stardust" never gather dust on a turntable.

Dick Jurgens put up his baton for the duration and "One Dozen Roses" and "Elmer's Tune" will keep his memory fresh. Eddy Duchin and Claude Thornhill, both stellar Steinway acts, are also out of circulation for the duration.

Work or Fight Order

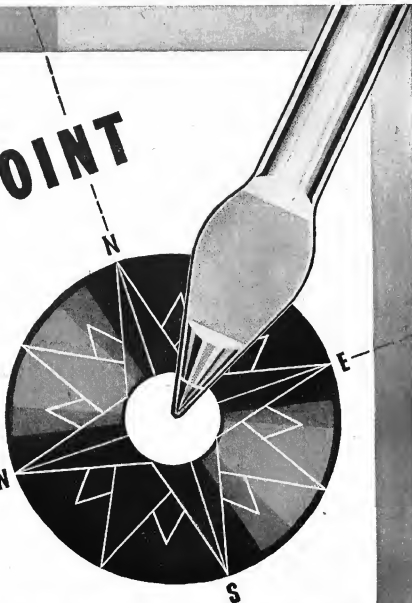
With the new "work or fight" edict issued by the government there is no telling how many top drawer maestri will be in before the next year rolls around. But if the AFM ban is lifted shortly all of the present crop of names can wax enough hits to last another 12 months.

Harry James has hit a stride where it seems every bit of shellac he touches turns to gold. Still riding high are his "Mr. Five by

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their latest hits!

DINAH SHORE

"MURDER," HE SAYS
(From the Paramount film
"Happy-Go-Lucky")SOMETHING TO REMEMBER YOU
(From the newest production
"There's a Crowd")

Victor Record 20-1525



RUDY VALLEE

AS TIME GOES BY
(Featured in the Warner Bros.
film "Casablanca")ARTIE SHAW
TWO IN ONE BLUES
Victor Record 20-1526

TEDDY POWELL

"MURDER," HE SAYS
LET'S GET LOST(Both from the Paramount film
"Happy-Go-Lucky")

Bluebird Record 30-0809

Bill These Big Numbers on
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Five," "I Had the Craziest Dream" and "Moonlight Becomes You." Coming up like a geyser is his "I've Heard That Song Before." If he keeps up his hot pace, and there is no reason why he shouldn't, he may easily match Glenn Miller's last year total of firs this coming semester.

Tommy Dorsey's "There Are Such Things" is positive proof that one never knows when the sentimental gentleman with a trombone is going to provide the prize package of the year. His brother, Jimmy, is another great who is prone to break loose and flood the machines with standouts. Benny Goodman appears to be back in a hit-making groove, and he's followed his "Jersey Bounce" with a potent "Why Don't You Do Right?" With vocalist Peggy Lee reaching her prime and a band full of star musicians, the erstwhile king of swing may be swinging back into the top register for fair.

Horace Heidt is currently on a band-building rampage that is certain to cement his already high standing. Kay Kyser and Sammy Kaye are at the very peak of their popularity; Woody Herman has built up his crew and his reputation until he is right at the top. Vaughn Monroe's "When the Lights Go On Again" makes him a figure to be reckoned with in all tabulations; Alvin Karp continued his steady climb upwards with his prospects for the new year greater than ever; Charlie Spivak has come to mean more and more as the months go by and is now knocking at the door of the charmed circle; Guy Lombardo, Freddy Martin, Russ Morgan and Tommy Tucker continue the even tenor of their successful ways; Abbe Lyman is back with a new band and a terrific new vocalist; Duke



A SKILLED milling machine operator, this man once expertly did his part in manufacturing coin machines. His "chips" are now calling the Axis "hand" and in the "showdown" will be the fast conversion and quality production which will pile all the "chips" on the Allied Nations' side of the table. (OEM Photo by Gruber.)

Ellington, on the strength of his current concert, is bound to win wider general appeal; Jimmie Lunceford is still breaking things up wherever he plays; Cab Callaway is always likely to hi-de-ho his way onto a good thing, and Glen Gray is going to follow up the gains made by his "I Come From To Talk for Joe" with his recording of the up-and-coming "Don't Get Around Much Anymore."

Some Dependables

Xavier Cugat can be counted on to turn out sought-after Latinas as well as pops; Les Brown is beginning to mean more and more; Hal McIntyre's swing pianist presentations are daily becoming more familiar; Jan Savitt's addition of a superb string section is bound to

RECORD BUYING



Special reports received from The Billboard representatives last week show the records listed above are currently receiving the most play on automatic phonographs throughout the nation. These reports stem from all of the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

GOING STRONG

BRAZIL XAVIER CUGAT (Chorus) Columbia 3669
JIMMY DORSEY (Bob Eberle-Helen O'Connell) Decca 15466

Maybe Winchell is right and Brazil is rarely heard in the country of the same name, but the U. S. A. goes for the number in, how you say, one by way. It is fitting indeed that Maestro Cugat, the Latin American exponent premiere, should win top disk reception. Cugat's coupling of the blue ribbon is really a feat, for any dancer's timing, precision, competition, especially with the Eberle-O'Connell coupling. Final note: The Brazil tune should get even stronger when its parent pie, Walt Disney's Saludos Amigos, goes full national showing.

WHEN THE LIGHTS GO VAUGHN MONROE (Vaughn Monroe) Victor 27945
ON AGAIN LUCKY MILLINDER (Trevor Bacon) Decca 15994
(11th week) SHEP FIELDS (Ralph Young) Bluebird 11593

THERE ARE SUCH TOMMY DORSEY (Frank Sinatra-Pied
THINGS Pipes) Victor 27974
(10th week)

I HAD THE CRAZIEST HARRY JAMES (Helen Forrest) Columbia 3669
DREAM (8th week)

MOONLIGHT BECOMES BING CROSBY Decca 15518
YOU GLENN MILLER (Ship Nelson-Modern-ates) Victor 20-1515
(7th week) HARRY JAMES (Johnny McFarlane) Columbia 3668

CAN'T GET OUT OF KAY KYSER (Harry, Julie, Trudie, Jack
THIS MOOD and Mel) Columbia 3665
(6th week) FREDDY MARTIN (Bob Haymes-Norm Men) Victor 20-1535

WHY DON'T YOU FALL DICK JURGENS (Harry Cool) Columbia 3668
IN LOVE WITH ME? JOHNNY LONG (Bob Houston-Helen Young) Decca 4375
(8th week) DINAH SHORE Victor 27970
CONNIE BOWELL Decca 15463

I'VE HEARD THAT SONG HARRY JAMES (Helen Forrest) Columbia 3668
BEFORE

Name in parentheses indicates vocalists.

boost his stock; Stan Kenton has used the past year to good advantage; Bob Allen has assiduously applied himself, and his new recording deal should pay dividends, and Lucky Millinder seems to have found a commercial formula for selling his waxings, as has Andy Kirk.

Some of the most popular recordings of all have come from the small band groups, and leaving that field is Louis Jordan. "Gonna Move to the Outskirts of Town" and others have earned permanent berths in record libraries, besides providing inspiration for many of the larger bands. Jay McShann is another in that category, although his last release employed the full personnel of his band.

Singing Stars

There is no doubt whatsoever that records by singing stars are as important to machines as any bands. There is something about a vocal record that strikes a personal note many band tunes fail to achieve.

Whether it is the rollicking rhythms set up by a trio or quartet or a ballad delivered individually by a soloist, the human equation can't be ignored. Rare indeed is the machine that hasn't on tap a disk by the Andrews Sisters, Ink Spots or Merry Macs. The same goes for the Alvinio Ray records that highlight the King Sisters' harmony.

But it is records by a solo name that appears to be winning a great amount of attention from paying public and disk execs alike. Bing Crosby on the label of a record is virtually money in the bank. Year in year out, his waxings afford pleasure and bring returns second to no other name in the business. The rage of his "White Christmas" snowed under virtually anything

else in the market during the same period. It almost causes one to forget what he did with "Shepherd Serenade"; "Be Careful, It's My Heart"; "Deep in the Heart of Texas" and the dozens of others that will never grow old.

Dinah Shore is another whose diskings have become permanent fixtures. "Blues in the Night," "I Don't Want To Walk Without You," "Slykark," "He's My Guy"—the list is endless. Kate Smith is another stand-by.

It is the success of the foregoing that has prompted the recording companies to go all out on their plans for building up more singles. Ethel Merman, of musical comedy fame, and Judy Garland, of the movies, are being waxed with more frequency. Frank Sinatra will receive a blank stamp this year that should place him in every machine in the nation. Lena Horne, whose recent successes have made night club history, is also slated for extensive promotion. Ella Mae Morse and Johnny Mercer have sung their way into the public's heart and will be heard from with greater regularity.

Connie Boswell and Ella Fitzgerald will continue their grand waxings, and doubtless Helen O'Connell, recently embarked on a solo career, will find her way back to the shelves. Anita Boyer has been signed by the still-to-be Lion label, and Helen Ward, one of the first Benny Goodman songbirds, is due to return to the singing game.

New Talent Enters

Buddy Moreno and Harry Cool, formerly mainstays of the Dick Jurgens aggregation, are out on their own and as soon as they start losing they should wind up on wax. Jerry Wayne, just set for the male vocal solos on Lucky

Strike's "All-Time Hit Parade," will probably win the ear of some major disk exec.

There is enough musical talent arrayed above to keep the turntables spinning merrily for a long time to come. Some of them may be forced out of the business with the development of a more rigid win-the-war program, but they will leave plenty of good already waxed material behind them. Others after them will supply the rest.

For the past six months coin machine operators have exercised considerable ingenuity in solving the vexing problems of a new record drought. They have found that oldies frequently furnish just the right choice for that empty slot. They have also discovered that hilariously recorded acts are a source of great enjoyment to tavern sitters. The homely quality of

"There's a Star-Spangled Banner Waving Somewhere" is the listeners right where they live.

As for the raucous humor of a "Puebler's Face," it is not far removed from the sophisticated kidding of "Deep in the Heart of Texas," "Touch of Texas" and "I'm a Lone Cowboy." Filling into the same groove is the current Carson Robison's opus "I'm Goin' Back to Whurr I Come From" and the standard "Gay '90s" tunes by Beatrice Kay.

There is no end of material or performing artists, and there will be none, come what may. Songs will continue being written, singers and bands will continue recording them, recorders will continue distributing their products and customers will continue dropping their nickels in the slot. In short, music is here to stay.

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GUIDE—PART ONE

According to The Billboard representatives, who have this week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.

• COMING UP •

YOU'D BE SO NICE TO

COME HOME TO . . . DINAH SHORE

Victor 20-1519

Dinah Shore would definitely be nice to come home to, Cole Porter is thinking it would be so nice to have another song smash, and we're nice fellows, so we think it's nice to report that this tune is enjoying its second week at the peak of coming up. But that's nice! What's even nicer is that *You'd Be So Nice To Come Home To* has a nice long run ahead, with that nice Columbia film from which it nicely stems, *Something To Shout About*, still to be released.

THAT OLD BLACK
MAGIC

GLENN MILLER (Skip Nelson and The Modernaires) Victor 20-1523

FREDDIE SLACK (Margaret Whiting) . . . Capitol 126

CHARLIE BARNET (Frances Wayne) . . . Decca 18541

MORACE WEIJO (Charles Goodman) . . . Columbia 16670

JUDY GARLAND Decca 18540

Only a bit of black magic could have whipped this one into a key spot so quickly. We'll admit, tho, that when you top disk talent goes behind one tune this way it may not be so much legend-making as it is a big-time drive. Since the film tunes are monopolizing the spotlight this week, let it be noted that *Old Black Magic* comes from *Star-Spangled Rhythm*.

WHY DON'T YOU DO
RIGHT?

BENNY GOODMAN (Fuzzy Lee) Columbia 36652

Next time anyone starts an argument wherein he insists that name bands make records and not vice versa, you'd better agree with him or prepare to look very red of face. Why? Because Benny Goodman has been practically the only reason *Why Don't You Do Right?* is doing all right. Add credit for Fuzzy Lee's vocal since you see why it pays not to argue, but to load up on this one if you can.

FOR ME AND MY GAL . . . JUDY GARLAND AND GENE KELLY . . . Decca 18480

There are other wax versions of this oldie, but the Garland-Kelly team have rivals tried of looking at flashing heels despite shot rationing. The harmonies are super, and the Kelly is a brand-new aside to the machine. The Garland rep should overcome that deficiency easily. Just to make the picture complete (pun), *For Me and My Gal*, of course, is the title tune of the Warner Bros. film.

Double-meaning records are purposely omitted from this column.



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DANCEABLE VERSION
on

OKeh Record No. 6701
by

TOMMY TUCKER

and his orchestra
featuring
AMY ARNELL • VOICES 3 AND ENSEMBLE

Another
TOMMY TUCKER
T-WINNER

T-WINNER No. 1

THERE'LL NEVER
BE
ANOTHER YOU

Backed by
T-WINNER No. 2

JUST AS
THOUGH YOU
WERE HERE

Vocals by DON BROWN
ON

OKeh Record No. 6707

Order these Tommy Tucker
Hits Now!

EXCLUSIVE PHONOGRAPH
MUSIC CORPORATION OF AMERICA

International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

INTERNATIONAL RECORDINGS:
Tap the Barrel Dry, Cuckoo Waltz,
Pound Your Table Polka, Pennsylvania Polka, Tick Tock Serenade,
Finger Polka, Ohio Polka, Calling All Cats, Middletown Polka, Innkeeper's Polka.

FOREIGN RECORDINGS: Bohemian, Vy Ochi Modrava, Ja To Nochtela; Croatian-Serbian, Mladi Kapetane, Ponoc Kad Dodje, Po Mjesecini; German, Rutschbahn, Isarwinkler Schuetzenparade, Erika, Kornblumenblau, Das Kannst Du Nicht Ahnen, Du Kannst Nicht Treu Sein; Greek, Tumplari Hirohito, Mourgo Mousoulini, Misirlou, Melanouraki; Hebrew-Jewish, Zag Zag, Zag, ga mir, Mein Yiddische Mame, Misirlou, Dem Nayeim Sher, Der Alter Zigeuner, Bels; Hungarian, Szeret-e meg a kek ibolyat, Juliette, Mit ausog a fahar skaz, Feherselyem csipkes szelkendo; Italian, Astro Lucente, Signora Gioventu', Tu Che Sorridi, Serate Primavera; Norwegian, Den Siste Vogemann, Barpeller, Gamle Norges Polsh, Mulares-Mulares, Tu-Lu-Lu Waltz, Z Swiebodzina, Siwy Kon, Biffo Polka, Potcekaj, Powiem Mamme; Russian-Ukrainian, Clom Ta Lullie, Korobushka, Dve Gitary, Ochi Chorny; Scandinavian, Blonda Charlie, Dina Bla Ogon, Bohuslanska Sjonmansvalsen; Swedish, Bland Kokbar Och Skar, Glitterande Vag, Jungman Jansson, En Sjoman Alskar Havets Vag.



"BEST IN THE WEST- COMMANDO"

Say Jean and Dolores

It Takes a Real Phonograph
to Create Carloads and Car-
loads of Sales—Come and
Get Your "Ration" of These
Great Rock-Ola

COMMANDOS

EXCLUSIVE FACTORY DISTRIBUTOR
FOR SOUTHERN CALIFORNIA

Jean J. Minthorne

2920 W. PICO BOULEVARD
LOS ANGELES, CALIF.

A NEW 50c RECORD

A PROVEN HIT



Vocal Refrain by
SAVANNAH
CHURCHILL

104-A
(13571)

FAT MEAT IS GOOD MEAT
(Irene Higginbotham)

JIMMY LYTELL
and his All Star Seven

Jimmy Lytell, clarinet; Carmen Mastren, guitar;
Chauncey Morrissey, drums; Rusty Cole,
bass; Will Bradley, trombone;
Frank Simmons, piano; Halp
Stephens, bass

HERE'S YOUR ORDER BLANK

Please Ship (C. O. D.) the Following at 32c Per Records
(Mailing Charges Prepaid Without Extra Cost)

- BEACON No. 110. ☐ 20-99 Blues
Cold Winter Papa
By DOLORES BROWN and THE POLKA DOTS
- BEACON No. 109. ☐ The Man of the Hour, General Eisenhower
She Gave Her Heart to a Soldier Boy
By ART DICKSON and THE POLKA DOTS
- BEACON No. 108. ☐ The Watchman Fell Asleep
Sweetheart Serenade
By JERRY WAYNE with VAN ALEXANDER'S ORCH.
- BEACON No. 107. ☐ Laugh and the World Laughs With You
Far Apart
Played by BUDDY CLARKE and His Orchestra
- BEACON No. 106. ☐ Two Faced Man
Tall Ma Your Blues an' I Will Tell You Mine
Sung by SAVANNAH CHURCHILL
Played by JIMMY LYTELL and His All Star Seven
- BEACON No. 105. ☐ Sweet Dreams
Why Is My Little Redhead Blue?
Played by BUDDY CLARKE and His Orchestra
- BEACON No. 104. ☐ Fat Meat Is Good Meat
He's Commander-in-Chief of My Heart
Sung by SAVANNAH CHURCHILL
Played by JIMMY LYTELL and His All Star Seven
- BEACON No. 103. ☐ Keepin' Out of Trouble
Sweetheart Serenade
By BOB ALLEN and His Orchestra
- BEACON No. 102. ☐ I Was a Fool To Let You Go
The Air Raid Warden Song
By BOB ALLEN and His Orchestra
- BEACON No. 100. ☐ Indiana Blues
This Will Be a Lonesome Summer
By JERRY WAYNE with VAN ALEXANDER'S ORCH.

NAME _____

ADDRESS _____

CITY _____

(NO ORDER FOR LESS THAN TEN RECORDS ASSORTED)

JOE DAVIS, Owner



Capehart's Firm Awarded Army and Navy "E" Recognition

INDIANAPOLIS, Feb. 26.—Announcement was made in Washington on February 13 that the Packard Manufacturing Corporation, headed by Homer R. Capehart, had been awarded the Army and Navy "E" for excellence in production of war materials. This award is given only to those plants able to meet and exceed production quotas given them by the armed forces.

It was also announced that ceremonies would be held at the Packard plant in

and has required also the hiring of hundreds of new workers. That the company has been able to mold these workers and build up production constantly is in itself enough to merit any congratulatory award.

The factory, for the most part, works around the clock. Planned explicitly for the production of wartime items, the production lines have been arranged in such manner as to keep an unending stream of "military secrets" flowing into waiting trucks and freight cars.

A trip thru the factory would lead any observer to wonder at the massive supremacy of American industry of which Packard is so true an example. From large piles of raw materials—rubber, copper, steel and others—gobbled up at one part of the plant, there exudes from the finishing end a product which is destined to do its part in hammering the Axis and all satellites to a doom which will preclude their ever arising again.

Packard's work is a credit to the entire coin machine industry—they have a record which can bring pride to the heart of every coinman who joins in wishing "Cape" their best and urging him to continue to boost the production records and aid our boys in the armed forces.



HOMER CAPEHART, head of the Packard Manufacturing Corporation, whose firm has been awarded the coveted Army and Navy "E".

Indianapolis on March 11, with a majority of the firm's 600 employees present at the exercises. The colorful and dramatic award, and raising of the flag bearing the "E" insignia, will be accompanied by speeches by factory officials, army and navy officers to the colorful background of band music.

Packard's new plant has been expanding continually since the war orders were awarded. New machinery capable of producing the essential items made by Pack-



PIC TIE-UPS ON MUSIC MACHINES

"Trumpet Serenade"

Universal's Harry James short, *Trumpet Serenade*, which is now in circulation, offers a host of opportunities for tie-ups, as was demonstrated during the run at the DeWitt Theater, Bayman, N. J. Theater and local music store co-operated in sending displays to locations with coin machine plugging the James short and also made special mention of James in all ads and publicity on their current feature pictures. Tie-ups could be worked out on tunes featured in the short. In addition to current James raves such as *I Had the Craziest Dream* and *I've Heard That Song Before*. Songs played in *Serenade* and recorded by James for Columbia include *It's I-A in the Army* and *A-J in My Heart*, *You Made Me Love You* and *Nobody Knows the Trouble I've Seen*.

"Cabin in the Sky"

MCNN's new musical, *Cabin in the Sky*, will have its world premiere in Dallas, Tex., on March 11, but national release date has not yet been announced. Picture stars Rochester, Ethel Waters, Lena Horne, Louis Armstrong and Duke Ellington, and a re-check of the record tunes featured in *Cabin* shows *Things Ain't What They Used To Be* by Johnny Hodges (Bluebird) and *Charlie Barnet* (Decca); title tune by Ella Fitzgerald

(Decca), Benny Goodman (Columbia), Frankie Masters (Okeh) and Vaughn Monroe (Victor); *Taking a Chance on Love* by Ella Fitzgerald (Decca), Benny Goodman (Columbia), Frankie Masters (Okeh), Teddy Powell (Bluebird) and Sammy Kaye (Victor). Another reminder that *Consequences and Happiness* is a *Filing Called Joe* are worth watching with the settlement of the recording ban looking pretty close. Lena Horne is building up quite a reputation and the she has not recorded any of the pictures, Miss Horne has done some recordings for Victor with the Chamber Music Society of Lower Basin Street. Tie-ups

could also be worked out with the many recordings done by other artists listed above appearing in the film.

"I've Heard That Song Before"

Extensive network plugging has prompted publisher Edwin H. Morris and Republic Pictures to launch a new campaign of exploitation on *I've Heard That Song Before* and the picture in which it was featured, *You're on Parade*. Altho the picture has been released for some time now, song is still due to be around for a long time and tie-ups should be worked in with new exploitation plans.

They're ALL a MUST!

BY

WOODY HERMAN

AND HIS ORCHESTRA

ON DECCA RECORDS

NO. 18526 { FOUR OR FIVE TIMES
BACKED BY HOT CHESTNUTS
NO. 18506 { BE NOT DISCOURAGED
BACKED BY I DOOD IT
NO. 4372 { GOTTA GET TO ST. JOE
NO. 18346 { AMEN
NO. 4353 { YARD BIRD SHUFFLE

ORDER FROM YOUR LOCAL DISTRIBUTOR NOW!



SPIKE JONES

AND HIS CITY SLICKERS ON

BLUEBIRD RECORDS



"Music Machine Men 'Gel Me On Your Mind'"

NAB NICKELS WITH

JAY McSHANN

HIS PIANO AND HIS ORCHESTRA

ON DECCA

CURRENT NICKEL GRABBER COMING UP SOON

"Lonely Bay Blues" as big as "Can't Get the Blues"
"Sopranos" swinging to please all
"Got Me on Your Mind" a new timely fact tune
"Jumping" strictly in the groove

Decca No. 4387

Management: General Amusement Corp.

Double Your Profits With These Two New Songsations

"Rosie, the Riveter" "I Had the Craziest Dream"

ON A BLUEBIRD RECORD

No. 30-0810

SUNG BY

The Four Vagabonds

Famous NBC and Blue Network Vocalists

"Phono ops can't go wrong in inviting a double play for 'I Had the Craziest Dream' with this vocal version by the Four Vagabonds. Moreover, there is double value to the disk in their singing of 'Rosie, the Riveter'."

—Billboard

Many Visitors Present At Phila. Music Dinner

PHILADELPHIA, Feb. 26.—More than 300 members of the music machine industry, along with guests from the recording industry, expressed opinion that the sixth annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey, held at the Club Irti February 14, was by far the most successful affair in the history of the local association.

The spirit of good-fellowship and fraternity that prevailed was more marked

this year than at any previous affair, surprising the members themselves. The evening was a most fitting tribute to Raymond C. Bernhardt, president of the association, and Jack (G. L.) Cadogan, business manager. Credit for the sociability that marked the event goes to Samuel Stern, chairman of the banquet committee, assisted by Joseph Mellick, John J. Manion, Samuel Snyderman and Benjamin Hopkins.

In keeping with the association's out-

standing work all year in behalf of the war effort, "War Bonds" was the theme of the banquet. A most stirring plea in behalf of the government issues was made by H. C. Werner, of the U. S. Treasury Department. Posters planted around the large room reminded that "War Bonds Are On Sale Here." A bond drive was set up in the lobby of the club to receive pledges for War Bonds, and Morris Sherman was occupied the entire evening writing up the bond pledges of fellow operators and guests.

Also in keeping with the "War Bonds" motif of the banquet, a total of 100 War Bonds, \$25 values, were distributed at door prizes. The bonds were donated by distributors. The bond donors and winners were as follows: (1) Decca Records Band, won by David Berliner, Automatic Vending Corporation, Chester, Pa.; (2) Raymond Rosen Company Band (Victor Bluebird distributors), won by Herman Scott; (3) Motor Parts Company Band (Columbia-Okeh distributors), won by an employee of the Herman Scott music firm; (4) Frank F. Engel-Automatic Equipment Company Band (Seeburg distributors), won by Morry Cohen, Mutual Music Machine Company; (5) Mayflower Distributing Company Band (Wunderlich distributors), won by Mrs. Jack Cohen, Cleveland Phonograph Merchants Association; (6) Keystone Novelty & Manufacturing Company Band (Mills distributors), won by the daughter of Maurice Finkel, High Point Amusement Company; (7) Planstiel Chemical Company Band (Planstiel's records), won by Marion Berger, Major Amusement Company;

(8) Keystone Vending Company Band (Rock-Ola distributors), won by Phil Drabin, Stanlee Music Company; (9) Permo Products Corporation Band (Permo Phonograph), won by an employee of David Rosen's music firm; (10) Permo Products Corporation Band (Fidelities Records), won by Mrs. Max Gellard, Ravenswood Rosen Company; (11) Rock-Ola Manufacturing Company Band, won by George J. Zercher, Lancaster, Pa.

Another highlight of the evening was the announcement that the association had won the supplementary award of merit of The Record for 1942 in recognition of their fine publicity program, especially marked by the association's promotion of a record of the "Public Record" campaign. A framed scroll symbolizing the annual award was presented to President Bernhardt by Maurice Odenker, local representative of *The Billboard*, who pointed out that this was the very first time in the history of the local association that it has won such a signal honor.

An unexpected, but most welcome guest of honor was Corporal Frank Hammond, former business manager of the association, who came up from his base at Columbus, S. C. Before entering the service he was general manager of the Tri-State Amusement Company.

Many Visitors
Among the out-of-towners present at the affair were Mr. and Mrs. Jack Cohen, vice-president of the Phonograph Merchants' Association of Cleveland; Mr. and

IN THE WEEK'S BEST RELEASES

COLUMN February 20, 1943

THE BILLBOARD says:

"The polka-like qualities that helped to make **BEER BARREL HOLKA** a record classic now promise to duplicate the foot for this **HORSE AND BUGGY SERENADE**..."

"HORSE AND BUGGY SERENADE"

Reverse Side: DANCE OF THE WOODEN INDIAN
HENRI RENE AND HIS MUSETTE ORCH.
on STANDARD RECORD T-2087

Initial Shipments Now En Route to Distributors

STANDARD PHONO CO.
168 WEST 23rd STREET, NEW YORK, N. Y.



IT'S A PLEASURE
TO SELL THEM
THEY WORK SO GOOD AND
SOUND SO BEAUTIFUL.

A. R. KISER & CO.

127 NORTH BREVARD
CHARLOTTE, NORTH CAROLINA

RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Recorded by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonograph Sales. Selections are based on the relative importance of Songs in their Catalogs and upon the judgment of *The Billboard's* Music Department.

NOTE

Victor this week re-issued the Rudy Vallee version of *As Time Goes By*. This oldie got a big plug from Warner Bros. *Casablanca* and has been building up a strong revived interest thru it. Only other Victor offering in *Two-in-One Blues* waxed by Artie Shaw. Decca released an album of Strauss waltzes done by Carmen Cavallaro. Waxings are worth a spin in locations which attract an older crowd. Columbia came out with another recording of *A Touch of Texas* coupled with *Soft Hearted*, with Kay Kyser on both.

Rosie the Riveter, ditty on the production theme, which got a new waxing by the Four Vagabonds in the Bluebird label last week, has already started showing up.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Melodic Value. These are not definite predictions, but merely the opinions of *The Billboard's* Music Department.

VELVET MOON HARRY JAMES Columbia 36672

This beautiful melody recorded by James in the last 24 hours before the recording ban went into effect shows itself as another *Sleepy Lagoon*. Slow-paced behind gives James an opportunity to lay it on with his trumpet, and he takes the unusual melody for a delightful ride. Strings come to the fore, rounding out the picture in glossy style. There is no vocal on the side, but with James trumpeting in top form, it will not be missed. *Velvet Moon* is not a new number, having kicked around for a couple of months with a nominal number of air plays. Tuna has been held down up to now with no recordings to help it along, the James version being the only one waxed.

I DON'T BELIEVE IN

RUMORS HAL COODMAN (vocal refrain) HR 7037

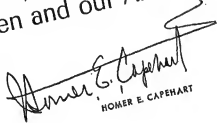
In tune with the times, this new ballad carries the admonition not to believe in rumors. The song's story, like the lyrics, is with a war scene. Instead it is a love song with an unbridled baritone singing sympathetically that he won't believe the gossip-mongers that his love affair is over. The Hal Coodman band is still another of the label's dark secrets. Nouse the tone, the music makers play it in acceptance of mention. And being the only record entry, if the song gets the proper plug and takes hold, the side will have the field to itself in the phone. Until then operators can make effective use of the mated sides *Don't Killington's Don't Get Around Much Anymore*, which is beginning to get around plenty via the radio and some record entries of earlier date by the Ink Spots and Glen Gray.

Names in parentheses indicate vocalists.

Non-releasing records are purposely omitted from this column.



Wherever you find
American Armed Forces
at Home or in Foreign Service
there you will find the
War Products of Packard
Manufacturing Corporation
doing an effective job
for our men and our Allies.


HOMER E. CAPEHART

PACKARD MANUFACTURING CORPORATION

2900 COLUMBIA AVENUE, INDIANAPOLIS, INDIANA

Mrs. Sam Abrams, in charge of advertising for the Cleveland association; Sol Kesselman, secretary and counsel for the New Jersey State Association of Music Machine Operators, Newark, N. J., and a delegation from the Ohio State Phonograph Operators Association. Among the guests present were Bill Middleton, business manager of Local 68, International

Brotherhood of Electrical Workers; Henry Broderick, local accountant; Marty Freeman, local representative for Permo Products Corporation; from RCA-Victor, Jack M. Williams, record advertising manager; Jack L. Hallstrom, assistant sales manager for the record division; Stephen H. Sholes, of the popular records division, and Mary Kay Shubert, as-

stant to William Maturic Orendorfer, local representative of The Billboard; J. Gordon Thornton, local manager for Decca Records; William Vodge, vice president in charge of records for the Motor Parts Company, local Columbia-Capitol distributor; and Rex Alexander, the firm's record promotion head; Mort Gelard, record manager of the Raymond Record Company; local Victor-Bluebird distributor, and Paul Knowles, his assistant.

Letters of regret were read from Walter W. Hurd, amusement machine editor of The Billboard, and Jack Nelson, vice-president of the Rock-Ola Manufacturing Company.

Thru the courtesy of RCA-Victor, recording artists present included Carson Robison, famous hillbilly singer, and Teddy Powell, orchestra leader. Failure to make train connections kept Elton Britt, also a famous hillbilly singer, from making a scheduled appearance at the banquet.

An all-star floorshow made for still another major attraction of the evening, combining the talents of the regular shows at the Club Ball and Kallners' Little Rinkholler. With Eddie Shafer as master of ceremonies, entertainment included Winston & Diane, Shirley Dine, Brown Sisters and Bebe, Barbara Bellmore and the Mildred Ray line of girls.

THE BEST MUSIC MACHINE NEWS OF THE YEAR!

THE 2 SMASH SONG HITS FROM M-G-M's "CABIN IN THE SKY" ARE AVAILABLE ON RECORDS

TAKING A CHANCE ON LOVE

BENNY GOODMAN-Columbia 35869	ELLA FITZGERALD - Decca 3490
FRANKIE MASTERS - Okeh 5910	GUY LOMBARDO - Decca 3575
SAMMY KAYE - Victor 27239	ETHEL WATERS LIBERTY ALBUM
TEDDY POWELL - Bluebird 11016	WILLIE KELLY - Hit 7040

CABIN IN THE SKY

BENNY GOODMAN-Columbia 35869	ELLA FITZGERALD - Decca 3490
FRANKIE MASTERS - Okeh 5910	TED FIO RITO - Decca 793
VAUGHN MONROE-Bluebird 10966	ETHEL WATERS LIBERTY ALBUM

ORDER TODAY FROM YOUR DISTRIBUTOR!

LEO FEIST, Inc. 1629 Broadway New York, N. Y.
HARRY LINK, Gen. Prof. Mgr. LON MOONEY, Prof. Mgr.

Introducing Bill To Increase Juke Box Tax in East

BALTIMORE, Md., Feb. 20.—The hunting season for revenue from music box operation seems to be on and if a measure introduced in the Maryland House of Delegates is enacted, operators of music boxes in Maryland will pay, in licensing fees, more than they have ever before paid.

For a number of years, up until 1941, music box operators in Maryland were required to pay an annual licensing fee of \$15 per machine. However, in that year a bill was passed which reduced the annual fee from \$15 to \$10. This, of course, was to the benefit of the operator, and in some instances this annual saving amounted to \$2,000.

But now a bill has been introduced which not only calls for the annual licensing fee of \$10, but an additional \$15 per machine per year. This additional \$15 per year fee, according to terms of the bill, would apply for the duration of the war and for six months after the war. Passage of this bill would up the annual licensing fee in Maryland to \$25.

As is but too well known, there is an annual federal tax of \$10 per machine. The combined federal and State tax per year would be \$25, provided of course the proposed \$15 additional annual tax were enacted by the Maryland Legislature. This would make music box operation in Maryland an expensive operation, an expense that operators can ill afford to pay.

Violation of the licensing provisions of the new proposed measure would be punishable, upon conviction, by a fine of \$100.



HARRY ROSENTHAL, manager of Automatic Amusement Company, Pittsburgh, whose firm distributes Musicroff records, talks disk biz Orkman Baron Elliott and Sammy Shayer, tune writer. Left to right are Shayer, Rosenthal, Elliott; Bill Becker, arranger, and Babe Rose, vocalist.

Minn. Town Bans Music in Crusade Against Taverns

WINONA, Minn., Feb. 20.—The dry crusade to drive music out of taverns and other locations selling liquor seems to have hit this town also.

The city council has put a ban on dancing in taverns unless they hold cabaret licenses. The sudden drive here is said to be a part of a State program recently announced to clean up a good many towns in the State. The city council has orders that not even a juke box can be placed in a tavern. Orchestras are also banned from these locations.

The council only said that the bars were being placed on such locations for moral reasons and in the hope that old-fashioned dances, well supervised, will become popular again. State officers here recently convicted a number of persons for violating liquor laws.

4-II Clubs Now Collecting Scrap Records for Resale

RICHMOND, Va., Feb. 20.—All members of the four II Clubs in this city have been asked to collect all kinds of old phonograph records to be brought to the first club meetings in the county in March. The records will be sold and the money derived from their sale will be sent to State headquarters at Blacksburg, where it will be pooled with money raised from similar projects in other counties in Virginia.

It is hoped, it was stated by Graham T. Coulter, county agent, that enough money will be raised to purchase an ambulance to be donated to the Red Cross.



DECCA'S TOP NOVELTY RECORDING ARTIST

LOUIS JORDAN and his TYMPANY FIVE

(They Clomp • They Sing • They Swing!)

Humorous Hits That Hypo Taxes

Blender, Tender and Tall
What's the Use of Getting Bored?
Decca 8048
Gonna Leave You On the Outskirts of Town
Low Down Baby Shams
Decca 8058
Here to Outskirts of Town
Kinda Wa-a-kin
Decca 8063

GENERAL AMUSEMENT CORPORATION
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON



Music Machine Operators... The Best Way to the Bank

IS
Down Melody Lane
WITH

JACK McLEAN and HIS ORCHESTRA

Now How Paris Inn Cafe, San Diego, Calif. • Don Lee Mutual Coast-to-Coast • 4 Times Weekly
THESE TUNES ARE MONEY-MAKERS

ON *Capitol* RECORDS
*STELLA *I SEE IT IN YOUR EYES
*TAKE ME *I WANNA GO BACK TO WEST VIRGINIA
No. 112 No. 121

Jack McLean's Capitol Records on your Music Machines today — and up the Ticket Per Mgr. Charles Adams • 1509 N. Vine St. • Hollywood, Calif.



YANGUARD SONGS

BLUE RECORDS
Hollywood, Calif.

TALENT and TUNES

OF MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By JOSEPH R. CARLTON

FATHER Petrillo is ready to cry "Peace at my mama" and the flara signals being shot up indicate that Victor, Columbia, Decca, Capitol and other disk firms are ready to record the latest tunes, but quick, Columbia's Manie Sacks, manager of the pop department, arrived in Los Angeles Monday to survey recording potentialities and to check on film tunes to come. Sacks is scheduled to stay two weeks and if the Petrillo no war pace quickly enough it's a safe bet that he'll return with heap much talent and tunes. You can also look for a host of new material and artistry under the Victor banner; company isn't preparing that trea-mendous spring advertising campaign for no good reason. And for your final straw in the wind, it might be noted that Decca's talent office is very far from inactive. . . . Since Petrillo has already met with disk firm and transcription company axes, financial arrangements may be straightened out any week, day or minute now. At this writing no go-ahead signal has been given yet, but Petrillo has indicated that the disk firms may visualize unloading new-tune woxings in early March. Operators' part in the expected settlement of the ban is still clouded in questioning, but dispensation here probably will not have to hold back the manufacturers.

Territorial Favorites

HARRISBURG, PA.:

Strip Polka. Alvin Ray.

Here in Harrisburg, the nickel-nabobs just won't deprecate Queens. When she steps out to do her stripping on wax, that's aw' regal, and any "Take It Offs" you might hear certainly do not refer to Maestro Ray's recording of *Strip Polka*. The reaction is not surprising, considering the lyrical humor, but such sustained interest in a passing parlor is. Natural deduction to be made by alert operators is that where new releases don't fit the bill, Strip should fill, but nicely.

OTTAWA, CAN.:

Two o'Clock Jump. Muggsy Spanier.

Canadian tastes, so far as machine disks go, are at wide variance with those of us. Hottest meter-clicker in Ottawa, for example, is Muggsy Spanier's *Two o'Clock Jump*, an item you'd look far afield to find on native music boxes. Similarly, Jimmie Lunceford's *It Had to Be You* being a second-place runner would indicate that the boys north of

the border like it rare and hot. Same could be said of Jimmy Lytell's *Fat Meat Is Good Meat*, as well as George Formby's *Andy the Handy Man* and Wilt Carter's *Waiting for the Last Train*, latter two being patches of old-fashioned cakewalk. Judging from the above, who says we're allied.

DALLAS, TEX.:

Move It Over. Ethel Merman

Now we're talking about a fairly new subject. *Move It Over* was released only a few weeks ago on the back of *Marching Thru Berlin*, but while Berlin was plugged and plugged by manufacturers and distributors, Dallas folks merely moved the record over. What they heard was an unstartling melody, but one that could be easily hummed and hoisted an army-life touch of humor in the narration. Accordingly, *Move It Over* shaped up pretty well for the machines. Beautiful part for operators elsewhere is that if *Over* moves too slowly, you can always go back to Berlin.

Note

For a comparative listing of songs played most often over the radio for the week ended Thursday, February 18, and the week previous, ended February 11, see the Music Popularity Chart in the Music Department, this issue.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the seamy best-sellers under Harlem Hit Parade.

Detroit Official Objects to Film In Movie Machine

DETROIT, Feb. 20.—Dramatic exercise of censorship over the type of films used in soundies machines was exercised this week by Lieutenant Charles W. Snyder, head of the Police Censor Bureau. Snyder confiscated two reels of film used in a particular machine as taken from a location. Snyder said that the machine had been disconnected by the owner of the bowling alley in which it was located when it was found to have allegedly "indecent" pictures on the current release. Snyder described them as showing

Good luck, boys

JIMMY DORSEY

AND HIS ORCHESTRA

featuring

BOB EBERLY

and

KITTY KALLEN

Personal Management:

BILL BURTON

•

Direction:

GENERAL AMUSEMENT CORP.

THANKS... FOR THE TERRIFIC RESPONSE TO
THAT SENSATIONAL NOVELTY RECORDING OF

VOS ZOKT EER

(MEANS "WHAT DO YOU SAY")

Recorded by

BARON ELLIOTT and his STARDUST MELODIES ORCH.

on MUSICRAFT
NO. 15010

REVERSE SIDE:
STARDUST

OUR APOLOGIES
To those whose orders have not yet been filled—due to delays beyond our control.

Sold in the East by
MODERN MUSIC SALES CO.
455 West 45th St., N. Y. C.

ACME MUSIC CORPORATION
562 FIFTH AVENUE. NEW YORK



LOOKING OVER CABINET. Carl Tripp (left), Ideal Novelty Company, and Andrew J. McCall, McCall Novelty Company, St. Louis distributing firms, examine an Aristocrat phonograph cabinet with approval.

"Nude hula dancers cavorting on a beach."

The right to censor soundies was claimed by Snyder, who was then censor of motion pictures alone and not of all amusements, when soundies were first introduced, but this is believed to be the first time that any such drastic step as

confiscation has been resorted to. Result will probably be a requirement that all releases of soundies films shall be reviewed for the censor or one of his staff before they are placed in machines. At present 35mm. films are all reviewed before being shown in theaters, but facilities for reviewing the soundies have not been conveniently available.

Anticipating War Restrictions

on printing films, this company printed a large stock of

COIN-OPERATED MOVIE MACHINE FILMS

Now Available
to Operators

LOWEST SALE PRICE IN HISTORY!

Per Reel of 8 Complete Subjects \$45

Order by Program Number—Today!

PROGRAM NO. 101-A
PLAYMATES
WHEN A GYPSY PLAYS
THEIR NIGHTMARE
BLUE TAHITIAN WATERS
THE MAN THAT COMES
AROUND
FLAMENCA
NOTHING BUT ROMANCE
GEORGIE FORGIE

PROGRAM NO. 104
JIM WITH GERTRUDE
NISEN
DADDY'S COLLEGE BOY
THE RIGHT KIND OF GIRL
HI NEIGHBOR
YOU ARE MY RHAPSODY
NEVER WATER A LILY
WITH WINE
DELLAH
YOU'VE GOT ME GUESSING

PROGRAM NO. 102-A
LOVE SONG OF RENALDO
IN A SHOW OF OUR OWN
LYDIA WITH RUDY VALLEE
THRILL FROM BRAZIL
SHADRACH WITH SHAD-
RACH BOYS
WHEN YOU NEAR ME
SAY SI SI
TROPIC SWINGCARO

PROGRAM NO. 105
ALWAYS ON THE BENCH
KISSES TO YOU
OH, JOHNNY!
WITH GERTRUDE NISEN
DOIN' THE ARGENTINE
SWEATERS AND SUNDAYS
AT YOUR SERVICE
OH SUSANNA
UNSPICKESTED SUE

PROGRAM NO. 103-A
BOOTS & SADDLES with
RUDY VALLEE
PARA-
SAMOA with SHADRACH
BOYS
THERE I GO with
GERTRUDE NISEN
RUNCLE RHYTHM
THE SULTAN'S CHARM
CONCERTINA MAN

PROGRAM NO. 106
MRS. YANKEE DOODLE
PEG LIG PETE THE PRATE
LOVE NEVER HAPPENS
TO ME
HAWAIIAN DREAMS
IN A LITTLE COUNTRY
TAVERN
A WE BIT OF SCOTCH
WITH GERTRUDE NISEN
THE GOLFER'S LAMENT
DANCING IN A HARM

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Program 1105

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, February 8. (Note: Because of the current record ban enforced by the American Federation of Musicians, which forbids the use of union musicians in the making of machine shorts, most of the Soundies are no longer made by Sam Cosico, of RCM, and Jack Barry, of Minco. The great shortage has forced Soundies to buy from all possible markets, including reels made before the record ban went into effect. Soundies also buys old musical sound tracks and employs performers who can work to those tracks. Litter method is executed by Soundies itself, under the direction of William C. Crouch, its publicity head.)

EDDIE PEABODY, the veteran banjo strummer (now a lieutenant commander in the navy), is seen in his third short he made in Chicago some months ago. It is labeled *Strum Fun* and is set in the background of a police, with several police drama making pleasant faces. The help, unfortunately, is inexperienced and takes away from the general effect of the reel. Peabody's playing of *Some of These Days*, however, has plenty of fire and rhythm. (WFO)

JACK AND JUNE BLAIR, THE BALATORS and DORN AND DELSA, three dance couples, come to life from their bright poses on a stage. Blair and Delsa do a polka in *Jolly Joe*. Idea is novel and the music is rather catchy. (LOL) SUSAN MILLER, a blonde in the short, vocalizes with plenty of rhythm in *Bugle Wagon*, while LORRAINE PAGE and TIEE THOMPSTON, featured girl musicians in the picture, are singled in hot choruses on their instruments. An unbridled lad from the band steps down to a stage strut with Miss Miller. Lively, the technically fed, short. (Globe)

TIEE SMITHIES, veteran harmony trio consisting of two boys and a girl, come on with the timely *Rolie the Rifer*, to the musical assistance of the ROLIE BOYS (S), harmonic group. It all happens during the lunch hour in a defense plant's recreation hall, to a large crowd. And Bonnie, a hefty, sexy blonde with a pretty smile. (Soundies)

GERGIE JOE KARLO with the Spanish Belle, group of native dancers, do authentic singing and dancing in *Andale*. It's Spanish all the way, the words, music, action. De Karlo accompanies himself on the guitar, with additional music furnished by costumed gaitches with guitars in the background. (LOL)

LOUIS JORDAN and his hot five-piece colored band work to their old track of *Old Man Moe*. A neat bit of production here, Jordan working straight and as a bespectacled preacher, latter bit in the company of praying Negroes to lend atmosphere. (Soundies)

THE KORN KOBBELERS are back with their sassy, nondescript edition of *Listen to the Mocking Bird*. Since they have a comedy band, the attempt anything and everything that is unorthodox and get away with it amply enough. Plenty of young, shapely girls peeped about for decorative effects. (Minoco Release)

MELTON MOORE and MARY DOWELL supply the romantic action to the vocal and musical record of *Lullaby in the Rain*. A good-looking couple with convincing act, supported with an interpretative bit of dancing by three girls in revealing garb. (Soundies)

Program 1106

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, February 15.

THE SMOOTHIES, vocal trio, again with the harmonica pumping assistance of the CAPRA TRIO, work straight and straight and special lyrics in *Lullaby in the Rain*. The two boys work as a minor and soloist, while the girl, Miss M. The enviable Lu. Some of the lines are fairly spicy, but the boys know how to put them over. (Soundies)

MARTIN LAWRENCE and her dancers executive a lengthy harem number in *Swinging in a Harem*, while a jovial sultan in his throne looks on. Because

there is a little variation in the movements, a shorter routine would have sufficed. Most of it is suggestive stuff, but not off-color. (LOL)

DOROTHY CORDRAY, plenty fine on looks and plenty strong on popular vocal, looks across once more with her interpretation of *If He Can Fight Like He Can Love*, with tall, handsome TIM MCGEE as the army officer who gets said attention. An unbridled dancer to a sailor uniform offers a neat bit of legmanism during the proceedings. (RCM Release)

ARNOLD KENT and MARINA GOYA, interpretative dancers are respectively a stowaway and a salicette on a sailboat which, strangely enough, is manned by young, romantic gals. To the strains of romantic music, the girls sail on to thru the undulating body motions of a hula. The title: *Fisheries Cutie*. (Techniproces)

THE FOUR TOPPERS, colored harem group working on the order of the Ink Spots, are seen in a number they featured in a lot picture, *They're Here as Jump In*. They work in a night club show and their song title, to be correct, is *Jump, the Water's Fine*. Good performers who sell out all the way. (Soundies)

THE COLLECTORS, a group of boys with instruments, set in a friendly to *Castle Norman Blues*, offering a combination of blues and boogie woogie music. Among the 14-bitting couples, HAL AND HONEY BEE are singled out with a routine that fairly steers. (Soundies)

WILL BRADLEY and band, with vocals and production work by LYNNE GARDNER, sweet and pretty, and TERRY ALLEN, young singer, sing *They're Here as Jump In*. It is a modern version of the old rhyme, laid against some rides and features of an amusement park. (Minoco Release)

GRACIE BARRIE, the musical comedy singer (currently leading her husband's band at the Blackhawk Club, Chicago), is doing the low-tempoed *Nobody Makes a Pass at Me*. Neither the subject matter nor the camera do justice to Miss Barrie in this one. She sings her tale of woe before several 'lounding girls in a seamy house bedroom. (Minoco)

STEEL IN MATCH BOOKS—The national scrap drives have brought public attention to many uses of steel which formerly were not considered important. For example, 600 tons of steel each year go into tiny steel staples used in book matches, of which America uses 225,000,000,000.

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Multiple Influences Bear Upon Trade in January To Influence Markets

Optimism prevails among operators, while only four reports show a drop in business—trade is a zig-zag picture showing how trends influence business—machines are shifted to obtain better locations—shortages of man power, records and vending supplies frequently mentioned.

TWO impressive factors stand out in the market reports for the month of January. The big majority of the reports shows that operators are still very optimistic because the patronage of machines in most areas has shown excellent gains. Many of the reports specify a 20 to 25 per cent gain in patronage as compared with December. Only four reports definitely indicated a drop in the patronage of machines in January.

The second impressive factor in the January reports is the wide variety of influences now bearing upon the coin machine trade in the various cities and market areas. It would require lengthy article to list the many influences in detail and to show how the same influence may hurt operators in one section, while at the same time operators in another section may be benefited.

The variety of these influences now at work is causing a number of shifts in coin machine operations throughout the country. At least the January reports begin to show more than ever that operators are making changes to adjust themselves and their businesses to new conditions which they fear are certain to last through the war. Practically all the reports emphasize that operators are not alarmed at all but that they are making these adjustments quietly in order to get their machines in the most favorable locations. The reports emphasize that because of the excellent patronage which machines are getting, operators cannot complain about having to make some shifts in the location of their machines, or about the many other difficulties that are arising. Most operators expect that the high rate of earnings on machines will last as long as the great industrial activity continues throughout the nation spurred on by new demands for greater war production.

The January reports were a little too early to show how disturbing the more recent "work or fight" policy of the federal government may be to operators. By the time this article was being prepared late reports were beginning to come in which show that the "work or fight" policy and prospects of future legislation to draft civilian man power may prove a disturbing factor in the operating field. However, the alarm may be premature as it was in the case of gas rationing and other war restrictions.

The January reports emphasize the fact that almost all operators agree that gas rationing and most of the other restrictions that war has imposed upon them have not yet hurt so seriously as they had feared in the beginning. So it may be that future restrictions due to war will not be so serious as at first might appear.

Not Complaining

The reports for the first month of the new

year definitely emphasize the fact that operators are not complaining. The most serious problem, according to all reports, is the growing shortage of help. It is now definite that those operators who have mechanical ability or who learned to be fairly good mechanics have a decided advantage in the present situation. It is evident that operators who can repair their own machines are going to be able to keep them in service much longer than those operators who are not able to do their own work. All operators feel that mechanics will be drawn into war plants and the armed services faster than ever now. The younger operators also will probably be drawn away from the trade, leaving the older operators to cover the field as best they can.

Distributors are very seriously affected by the continued decrease in mechanical help. In many cases they are not able to handle the business that piles up on them as operators bring in machines for repair. It seems now that the best source of repair parts for the trade will be the breaking up of older machines as time goes on. This is becoming a fairly general practice just as it did in Canada and England.

The second problem most frequently mentioned in trade reports is naturally the shortage of records for juke boxes. This and the new Petrillo action are discussed more fully under the section devoted to music.

Two or three illustrations may be given of how the changing picture affects coin machines in various ways. What promised to be a very serious move against the coin machine trade happened in Alabama recently when a dry administration undertook to drive music out of all locations selling liquor. A final compromise was adopted in which the ban would be on liquor locations in the smaller towns and villages, but the larger cities would not undergo

the ban on music. This immediately boosted the patronage of all types of coin machines in the large cities to a great extent. Most operators in the larger cities have machines in the surrounding areas, and they quickly brought their machines into the city locations and found they are making more money than ever. So what threatened to be a very serious blow to the business merely caused operators to go to the expense of shifting their machines. This seems to be pretty generally true of all of the influences now affecting coin machines.

Several reports say that the increased number of men entering the armed services is cutting down the play of certain types of machines. Many locations are affected to a considerable extent when the younger men go away either to the services or to distant industrial areas. If there is any secret to the increased patronage of machines most reports suggest that it is due to increased pay rolls in all parts of the country. Industrial plants are still taking on workers as fast as they can get them, which means that the total pay roll in any area goes up. This increase in the amount of money in circulation always seems to boost the play of machines. Some operators feel that restrictions on spending due to rationing means that workers have more spending change left in their pockets and they spend more of it in coin machines for diversion.

Less Ration Talks

Gas rationing became less a topic for discussion in the coin machine trade. Operators have learned how to adjust themselves to their new conditions and continue to trade locations, to shorten routes and to move into the larger centers of population. Operators now take it for granted that their more extended routes will have to be dropped and that the outer districts and highway locations may be a thing of the past until the war is over. Reports in January emphasize that operators who had trucks were faring better in getting gas than operators who depended upon passenger cars for servicing their routes. Little mention was made in reports of converted cars. A Massachusetts newspaper published a story saying that operators who had converted their cars in that district were getting truck allowances and suggested that probably this was a subject for investigation. No definite reports have yet been received of official investigations of nation cards which have resulted in their being taken away from operators. It is known that investigations are being made quietly in several cities and that some C cards are being taken away from owners of cars.

The ban on pleasure driving was frequently mentioned in most reports. Again most reports

Petrillo Action

One of the troubles which have beset music operators for many months has been the AFM ban on recording juke boxes have functioned and cash box "takes" have been normal, but the situation was, to say the least, trying to operators who had to hurry and scurry to keep the disk trays loaded with as many popular tunes as possible, filling in with standards.

The break came on February 12, Lincoln's birthday, when Caesar Petrillo moved to "emancipate" the recording and juke box industries. His demands and the ensuing action are recorded in "The Music Hall" section of "your COIN MACHINE CONVENTION...in print."



soft-drink venders are especially mentioned as being withdrawn.

The only bright spot in the report of vending merchandise was that operators who have machines in defense plants or in industrial areas are better able to get supplies. They seem to be rated along with the stores in these industrial areas and get a fair portion of merchandise.

Minor Pinball Note

The amusement games field seemed to be a minor note in most reports. The discouraging point seems to be the high federal tax on free-play games when the free plays are redeemed. This would become more serious when the tax increases next July 1.

ArCADES were the bright spot in the amusement machine field. There seems to be a steady increase in arcades, and practically all of them report record business. They are featuring amusement machines different from pinball games.

The Pennsylvania Superior Court January 29 handed down a decision favorable to free-play games in that State. It constituted the third high court decision that gives favorable recognition to free plays as a legal reward to players. This decision greatly stimulated the pinball business in Pennsylvania, and operators began to bring their old games out of storage and to bring in the games they could pick up in neighboring States.

Baltimore

Operators Expect State Will Pass Tax This Year

BALTIMORE, Feb. 20.—Operators have not seemed to worry so much about the prospect of new State taxes this year. January business held up so well that operators remain optimistic in spite of any prospects of future taxes. Most operators feel that patronage of machines will continue very favorable for some months to come.

The ban on pleasure driving seriously cut the business in some sections, while other parts of the city reported improvement. Operators were busy in January relocating their machines in order to take advantage of the changes in public traffic.

OPA officials made a check on gas rationing cards in this area, and some operators were hurt when they lost their C ration cards. OPA officials said that service and route men are entitled only to B cards. This has naturally put a crimp in some operators' plans. Suburban areas are spread out so much here that operators felt they needed C cards to cover the territory. Despite all these handicaps, operators generally report a gain in business during January that would amount to 20 to 25 per cent.

Music operators continue to be the most optimistic, altho all of them complain about record shortages. The new federal taxes that went into effect in November on juke boxes and arcade machines seem not to have hurt the business seriously in this area. Operators do say that they are very anxious that no additional taxes be placed on the

It is generally expected that the Maryland Legislature will place new taxes on coin machines. There are no indications yet as to just what these taxes will be, but the trade expects that the State will take the federal law as a standard. In January one bill was introduced for the licensing of amusement machines for the city of Baltimore. This bill proposed the outlandish fee of \$100 per

Distributors report that sales of used machines are excellent. They cannot go enough equipment to meet the demand. A lot of new juke boxes have been sold in this area.

Vending operators here are seriously disturbed by the decision of the State Court of Appeals that the 1941 vending machines tax law is valid. The same court had previously declared the vend

Operators of soft drink vendors are

particularly enthusiastic about business and say that even with the shortages of merchandise they are still getting along well. In the industrial area the OPA has recently granted increased allowances of sugar and merchandise.

Birmingham

Liquor Program Causes Shifting of Locations

BIRMINGHAM, Feb. 20.—The situation in Alabama has changed materially in the past 60 days. Those within city limits still enjoy a box-office business while those on the outside are fading out of the picture.

There are two reasons for this: One, of course, is mileage rationing. The other is a new rule of Gov. Chauncey Sparks limiting retail liquor sales to zoned areas within incorporated towns.

Under normal conditions this clamping down on the roadhouses would hurt the coin machine business considerably, but under the impetus of a wartime prosperity this is not true. Those operators within the charmed circles are just doing a bigger business. In fact, in war production centers like Birmingham, Montgomery and Mobile collections are far ahead.

Helps Servicing

The clamping down was not without advantage to operators. It simplified their service operations. Most of the operators and distributors have B cards and a fair gas quota for their trucks. Service calls have been better grouped and no callbacks are made.

Operators are getting around the record shortage as best they can, chiefly by using old numbers. Some of the records being used are several years old and are popular.

The Alabama Legislature has not proposed any bills of special significance to the coin machine industry.

Boston

Music Operators Planning To Oppose New Tax Threat

BOSTON, Feb. 20.—Problems of phonograph operators are still on the increase. Wholesale record dealers have fewer records for them than ever before, and it seems some wholesalers feel that the department stores are better outlets and are feeding them the greater part of the records that are coming in. In addition, Representative Cappel has introduced a bill in the State Legislature which will require the operators to pay a \$50 license fee for every machine plus a \$10 yearly inspection fee.

The Automatic Music Association has lined up a plan for presentation to the legislative committee when the bill comes up. The association has also sounded out members of the House of Representatives and it is now felt that the above bill will not be passed.

A committee headed by Norman Pearlstein, including C. L. Jacobs and J. Greene, will meet and decide on a definite plan for a record-salvage campaign. This campaign is to be State-wide and, according to early plans, should be fruit-

Candy vendors are still having the problem of securing candy for their machines. It is now a case of being at the wholesaler when the supply comes in and carting your wants with you. The less popular brands are now getting a bigger play, and it has become a case of getting what is available. The numerous candy stands which are located in subway stations do not have any candy for sale. They are cleaning out their stock and are utilizing the space for display.

Buffalo, N. Y.

Vending Machines Hurt Most by War Stringency

BUFFALO, Feb. 20.—The outlook here is not pessimistic, but operators agree that collections have dropped as expected.

The ban on pleasure driving in the

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No new machines for the duration and the demand for late model used machines is getting greater than the supply. Don't wait too long if you need equipment, as defense plant installations are absorbing the market. The supply is limited, but we can furnish the following:

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not only in the operation of the distributing company but also the operation of the company's arcade.

The Frankrich concern reported the phonograph record situation as not being serious. The record-loving public has not complained and there are plenty of good records available, the report stated.

Record Ban Helps

Jack Maloney, Panther Novelty Company, is another operator who had a good word to say about the record none in use. He declared that the stoppage of new releases has not affected his business.

"Many of the operators thought the gasoline rationing would seriously impair the take received by the coin machines

because of smaller crowds at the locations," said Maloney. "This has been true only in the suburban places."

"Most of the cafes, taverns and night spots are getting all the business they can handle. The influx of men in uniform is reported from the week-end, and the many well-paid workers at war plants in this area have helped keep up the coin machine business."

Mechanical machines have been hit by the shortage of products but many still operate, especially those at the war plants.

Hartford, Conn.

Trade Continues Steady, Altho Problems Increase

HARTFORD, Conn., Feb. 26. — The problem of help continues to be a big headache for members of the trade in the Hartford territory, it is said. Some spots are reported to have raised the salaries of regular help rather than face a probable help shortage. The war plants and the draft are dragging much of the available man power right out of the hands of the amusement industry in this territory.

Trade continues steady, altho some operators are reporting an increased shortage of equipment.

The new OPA pleasure-driving ban went into effect here in the Eastern States last month. Theater business suffered because of the ban, altho bus companies added more busses to routes to take care of those theatergoers who couldn't use their cars to go to the show places.

Houston

Drop in Patronage After Extra Holiday Spending

HOUSTON, Feb. 26. — As was expected, business fell off sharply in Houston during January, the aftermath of holiday spending, tax paying and several days of freezing weather.

Local distributors of coin machine equipment express confidence for 1943. None bemoan for large profits, but all expect to stay in business and at least break even for the duration.

Operators feel secure for this year, at least. Generally, their volume of business has decreased, but so has their overhead. The concern of more no operating, himself working longer hours than his employees formerly did, said he had absolutely all the business he could handle.

Gasoline rationing has not seriously hampered operating activities. There has been some voluntary trading of locations to consolidate routes and reduce service calls. Co-operation from locations and a "shortage conscious" public is reported.

Records are scarce and of inferior quality. Games of the shellie wearing out and exposing another record have been reported. Most trouble, however, is from warping. The two-for-one trade-in plan has not yet a problem as most operators have an adequate supply of old records.

Arcades Increase

Cigarette machine reports are excellent. Legal games are doing well. Indoor arcades are appearing in force for the first time since 1918. A large one downtown and three in suburban community centers were opened the past two months. At present there are no indications of any city, county or State tax levies on coin machines.

Minneapolis

January Fears Failed To Come True in This Area

MINNEAPOLIS, Feb. 26. — For a time it seemed that most operators were ready to quit the business and retire in January. A sudden spurt of new activity came into the field, and now the coin machine trade here seems optimistic. That is a primary surprise for the month of January.

Mutual operators report that January was a good month for them, and distributors report that all mutual equip-

Baby Production

As a special contribution to the war effort, J. A. and Mrs. Weinand, of the Rock-Ola Manufacturing Corporation, have recently contributed their best to baby production. Virginia was born February 8 at St. Joseph's Hospital here and weighed 8 lbs., 15 ozs.

This was the first effort of the Weinands to make a real contribution to baby production. Weinand himself is assistant manager of the former phonograph division of the Rock-Ola plant.

Parents and child were reported doing well this week.

ment is selling well. Mutual operators naturally report their chief problem is that of getting good records. The record distributors here still have some new records for operators, but operators say in turn that the quality of new records is inferior. Operators are bringing all their old records out of storage and using them throughout the city. The public seems to accept this plan as the only thing that can be done.

Gas rationing proved to be a minor problem for operators after all. Most operators receiving B cards have consolidated their routes and in that way have been able to continue business at normal rates.

The shortage of good mechanics is a serious one for operators in all fields. They are learning to do the work themselves.

It can be truthfully said that the industry is on its feet and ready to do all that it can in its organized capacity to help win the war. They expect increasing difficulties but say that they will not give up.

The trade has shown some interest in the war-powers bill proposed by Governor Stassen. The real fear of operators is that some State commission will be appointed to carry out this plan and that somebody might get on the commission who would have a reform campaign. That is exactly what happened in the first World War, they say.

Whole sections of the city then were put under severe restrictions because of the whims of certain members of the commission.

Market Reports will be continued in next week's issue.

Year Test Proves Value of Decals

CHICAGO, Feb. 26. — Al Kopke, head of the Koip Sales & Supply Company, reported that he is doing good business in spite of many changes that have had to be made to conform to priorities orders. His firm is now specializing in a line of decal transfer plates.

Kopke says that operators throughout the country are fast learning that decals are very useful as a means of identifying machines and adding locations if making calls for service. Operators find that these decal transfers not only add distinction to machines but also have been instrumental in securing new locations for the operator.

The Koip firm has had this item on the market now for a year, and he says business has shown a steady increase for this kind of service.

Sebring To Head Coin Machine Firm

CHICAGO, Feb. 26. — Al Sebring, well known in the coin machine industry for the past 15 years, has been named as head of the Bell Products Company, to be located at 2000 North Oakley, Chicago.

Bell Products Company will specialize in reconditioning, repairing and rebuilding of all types of coin-operated machines, as well as carry a large stock of new and used parts for all types of coin-operated games.

For the timing, Sebring announces, the entire personnel of the Grand National Sales Company will continue to provide specialized service in all departments of the Bell Products Company. Up-to-the-minute equipment and this staff of efficient workers assures experienced and trained service in the new Bell Products Company shop.

The entire coin machine industry, we feel sure, will wish Sebring well in his new business.

Chicago Firm Adds Getlan to Staff

CHICAGO, Feb. 26. — Harry Marcus, head of the distributing firm here which bears his name, announced the appointment of J. Getlan as Eastern sales representative for the Chicago-West Coast. This appointment was a part of the firm's policy of taking care of its ever-increasing sales to operators in the West.

Getlan is well known to the coin machine trade and has been in the business so many years that he is said to know exactly what operators need. Marcus states that Getlan will carry out the policies for which the firm has won a wide reputation.

At the same time Marcus said that Morris West is in for a visit at the home office. He has been the Western representative for the firm, covering California, Washington, Oregon, Texas and other sections of the West Coast. He reports that business is good in his territory and that operators appreciate the service which the firm has to offer.

Baby Production

WASHINGTON, Feb. 26. — James Routson, head of the Domestic Novelty Company, Washington, reports that recent events have been highly satisfactory. He is now a papa, a son having been born to him and Mrs. Routson early in January.

Koutson also announces that his firm has moved into a new building at 3340 M Street, N. W., Washington.

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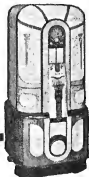
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Automatic Phonograph Mechanic with experience in remote control installations. Please give details as to draft status, references, salary desired, etc., in reply.

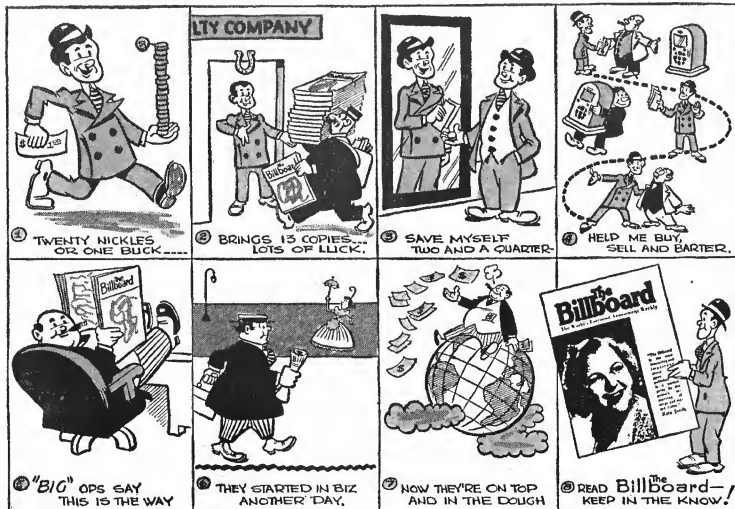
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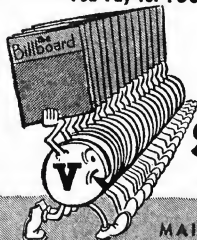


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COMMANDO
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THE INDUSTRY

FACTORY DISTRIBUTOR

G. Y. ELLIOTT

354 FIRST ST.
MACON, GEORGIA

is defeated. When this has been achieved we will again manufacture the finest cigarette, candy and gum machines we can possibly conceive."

S. & S. PRODUCTS COMPANY, P. O. Box 676, Lima, O. J. M. Schilling and W. G. Schilling.

MESSAGE: "We are now engaged 100 per cent in war work and have not made any of our Allway vending equipment for the past 9 or 10 months. Immediately after the war we will again take up this work."

SCIENTIFIC MACHINE CORPORATION, 229 West 28th Street, New York City. Max D. Levine, president; Fred Halpern, secretary and treasurer; David Fox, vice-president.

MESSAGE: "We are now helping to keep 'em flying. Our greatly enlarged facilities are now exclusively devoted to the manufacture of airplane parts for U. S. Army and U. S. Navy aircraft. After we win a victorious peace we will be back in the coin machine business, bigger and better than ever. Until then we join all others in the industry in regarding The Billboard as the historian of the industry and as a permanent recorder of the industry's efforts, aspirations and ideals. More power to you!"

J. P. SEEBURG CORPORATION, 1500-1524 Dayton Street, Chicago, Ill. J. P. Seeburg, chairman of the board; N. Marshall Seeburg, president; Carl T. McKelvy, vice-president; James L. Barron, vice-president; B. R. Jager, secretary and comptroller; K. K. Craft, treasurer.

MESSAGE: "All the resources and energies of the J. P. Seeburg Corporation are directed exclusively to the manufacture of war products for the armed services."

"Meanwhile we may well be proud of the part the automatic phonograph has played and is continuing to play in war effort. Automatic phonographs have been instrumental in selling millions of dollars in War Stamps and War Bonds."

"Praise the Lord and Pass the Ammunition and other patriotic songs are to be heard in thousands of gathering places throughout the nation where the

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GUES-SER SCALES WILL
HOLD YOUR LOCATIONS
FACTORY REBUILT MODELS AT \$95.00 EACH

NO NEW SCALES FOR
THE DURATION, BUT
THESE SCALES ARE
COMPLETELY FAC-
TORY REBUILT, AND
ARE LIKE NEW

DEPENDABLE

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\$95.00 each

Net Cash

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Chicago, Ill.



ONLY A LIMITED
SUPPLY AVAILABLE

THE "GUES-SER"
SCALE OFFERS
SPLENDID
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SEEKING TO HOLD
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NEW-REBUILT SLOTS, PACES RACES

FACTORY REBUILT—REFINISHED—PACE, JENNINGS, MILLS

RACES BRAND NEW, RED ARROW, CABINETS, PERFECT
STRAIGHT—JACK POT—CHECK SEF—5c Or 25c PLAY

300 BRAND NEW REELS—SARATOGAS, JR. OR SR.

With or Without Skill—Also Free Play—Convertible—Also Free Play Amusement.
No Sides or Jak-P. (\$10.00 Tax).

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BIG SUPPLY PARTS SLOTS AND RACES—

RACES MOTORS—PAPER ROLLS—BRAKES

ALL RACES PARTS NEW—NOT RECLAIMED

Large Supply New Cabinets for All Machines of Cost.

PACE MFG. CO., Inc.

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CLOSING OUT THE FINEST MACHINES ON THE MARKET

Olsen, Reels Scraped, Re-
varnished.
\$150.00 Take the Lot.
Individually as Priced.
1 ABC Bowler \$28.50
1 Pen American 24.50
1 Twin Six 24.50
1 Score a Line 19.50
1 League Leader 19.50
1 Flick 24.50
1 Red, White, Blue 19.50
1 Progress 14.50
1 One 14.50
1 Big Chief 19.50

ARCADE GAMES
1 John Burns Roll \$50.00
1 Seaburg Roulette 40.00

9 6 Col. 670 National Cigarette Machine, Repainted Like New \$35.00 Ea.
1 Garry Golf, Almost New 150.00
1 Standard Sound Projector In 5 Carrying Cases Like New 150.00

JERSEY SPECIALTY CO.

Route 23 at Passaic River Bridge,
Singac, N. J.
Phone: Little Falls 4-0784.



2 Br. Anti Aircraft
Guns, Ea. \$45.00
2 Extra Ten Strikes,
L.D., Ea. 45.00
7 Baby Allies,
As In Ea. 20.00
2 Mice, Drop Pic-
tures, Norfolk, Ea. 14.50

2 Winstons Sound on
Film, \$25.00 Ea.
12 subject to price,
subject to price.
(Not suitable for
Panemans.)

1 Baby King Pin, F.S. 150.00
1 Mills 4-Balls (Lose
Model) 400.00
1 Loto Mills Slot
..... \$60.00 Ea.

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The name of SUPERIOR salesboards will
live ON and ON and ON
VICTORIOUSLY!

HELP SPEED THAT
VICTORIOUS FUTURE
BY PURCHASING
MORE AND MORE
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and STAMPS!

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WE NEED THESE
MACHINES BADLY

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Balls 375.00
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Mills 4-Balls (Lose
Model) 400.00
Loto Mills Slot
..... \$60.00 Ea.

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2 Punching Bags 50.00 Ea.
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corder 550.00 Ea.
1 Muscle Builder 225.00
2 Water Revolvers 180.00
2 Bally Ball
..... \$80.00 Ea.
1 Bally King Pin, F.S. 150.00
2 Kearney Anti-Aircraft
..... \$540.00 Ea.
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..... 120.00

FOR SALE

2 Rocko Ball Game \$120.00
200.00 Ea. \$120.00
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2 Post Machine 70.00
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Type 140.00
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Kirk Hercules Balls 180.00
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BASEBALL

100-Hole Baseball Money Card. Takes in \$5.00, payment \$2.65, profit \$2.35. Entire card highly colored plus action picture at top. Priced low. Write for free sample.

240-Hole Play Poker Money Card. Takes in \$12.00, pays out \$4.00, profit \$8.00. A fast player. A steady money maker. Priced low. Write for free sample.

5 PLAY POKER 5

24-Hole 1c to 99c. Ideal card for every merchant. Takes in \$25.50. A big seller. Priced low. Write for free sample.

1/2 Cigarettes Galore! 1/2

Plus Lucky JACK POT

100-Hole 1c to 15c Seal Card. Takes in \$13.95. Name under coin wins. Operators make plenty with this card. Priced low. Stocked from 10-holes on up to 150-holes.

TRY YOUR LUCK!

150-Hole Cigarettes Galore Card. Takes in \$21.45, pays out 90 packs, average profit \$8.31. Special Jack Pot feature. Fast play. Priced low. Write for free sample.

TRY YOUR LUCK!

100-Hole 1c to 15c Seal Card. Takes in \$13.95. Name under coin wins. Operators make plenty with this card. Priced low. Stocked from 10-holes on up to 150-holes.

"The Push Card House" stocks over 250 different sizes and styles of cards in any number of holes. Our large stocks should outlast the dwarfism as we anticipated fulfillment. Fast service, fine cards, low prices. Samples on request. Operators or jobbers only. Write or order today from

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Geac PLAYBALLS, Like New	Mills EMPRESS, Like New
Bully RAPID FIRES	Seburg ROYALS
Bully KING PINS	Seburg ELECTRONIC
30 WESTERN BASEBALL	Seburg WALLMOUNT
DELUXE WESTERN BASEBALL	Packard PLAYMORE
MAJOR LEAGUE BASEBALL	Rockola WESTERN
BATTING PRACTICE	Rockola 3331 Red Boxes
MAJOR LEAGUE NO. 9 BALL	Rockola 6000
ANTI AIRCRAFT GUNS, Light Col.	Rockola 615, Little Man
SLAY THE JAPS	Rockola 615, Little Man
TOM MIX RIFLES	Rockola 615, Little Man
BUFFET BOWLING	Rockola 615, Little Man
H.D. TEN PINS OR TEN STRIKES	Rockola 615, Little Man
DECEIT	Rockola 615, Little Man
ROCKOLA WORLD SERIES	Rockola 615, Little Man
ROCKOLA ALL STAR	Rockola 615, Little Man
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Half Certified Dealers With Order, Balance C. O. D.

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masses of our good people gather for their much-needed relaxation.

"In army camps, post exchanges and canteens throughout America the automatic phonograph (popularly known as the juke box) is supplying the music so essential to all of us in times such as these."

SHIPMAN MANUFACTURING COMPANY, 1236 South Lorena Street, Los Angeles, Calif. A. V. Shipman, owner; Jack Olson, sales manager.

MESSAGE: "We are manufacturing our U. S. postage stamp dispensing machines under priorities of the War Production Board."

SHYVERS & SHYVERS, 2200 Second Avenue, Seattle, Wash. Ken C. Shyvers, patents, litigation and licenses; E. L. Shyvers, studios, taxes, office manager; E. Petersen, supervisor of accounts; Allen Saunders, chief auditor; Robert McComb, chief engineer; Don W. Nelson, manager service department; William Bailey, cabinet shop supervision.

MESSAGE: "Personnel in U. S. service: A. Brederick, U. S. Air Corps, training in Indiana; George W. Elms, radio engineer, U. S. Navy in Alaska; John Burnett, technician, U. S. Navy in Alaska; Bud Buttel, technician, U. S. Navy, in training; Doug Fisher, electrical engineer, U. S. Navy, in California; John Fitch, technician, U. S. Engineers, in Washington; Don W. Nelson, technician, U. S. Engineers, in Washington. "Our employees purchased \$75,000 U. S. Bonds and Notes in 1942. In 1943 our goal is \$100,000."

UNITED MANUFACTURING COMPANY, 4123 North Western Avenue, Chicago, Ill. Harry Williams and Lyn Dineen, co-owners.

MESSAGE: "Having been engaged over a long period of years in the designing and engineering of many successful coin-operated games, we decided we could best serve the industry by offering a new service in refurbishing games which had long since passed the peak of their earning power. This step has really proved of great help to the industry while its manufacturing branch has been so completely converted to war production. We know that operators who stay in business will be able to help the war program in a great many ways."

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SALESBOARD IMMEDIATE DELIVERY

A NEW DISCOVERY!
 Definite Profits
 Cheat Proof
 Large Assortment
 FIVE SAMPLE SALESBOARDS, \$10.00
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UNBEATABLE AMPLIFIER

FEATURES 1943 COMMANDO



—and when we say unbeatable amplifier, man, we mean UNBEATABLE. Like a priceless jewel for the music operator. To replace a Rock-Ola amplifier is almost unheard of! Dozens of other great features make the 1943 Rock-Ola COMMANDO the leading phonograph of all time. Ready for immediate delivery from our stock.

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\$5 PER WEEK
 (80 first week, cash cost—Transp. allows)
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Evans'

POCKET EDITION GALLOPING DOMINOS

NOT COIN OPERATED

A sure bet for operators with this low-priced coin-operated. Perfect for fun function.

Write At Once for Questions

FOR VICTORY

THROW YOUR DORAP INTO THE FIGHT!

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SOUTHERN HAS READY FOR DELIVERY OVER 500 FREE PLAY GAMES

A-1 CONDITION, THOROUGHLY CLEANED, WELL PACKED.

Our stock moves fast. Please give second and third choice. These are lowest prices, regardless of quantities. Terms: Payment in full \$50.00 order or less; over \$50.00, one-third deposit, balance sight draft.

ATTENTION	\$22.50	GLAMOUR	\$16.50	SPORTY	\$12.50
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BLONDIE	12.50	HIGH NAT	34.50	SEA HAWK	20.80
BUCKARD	12.50	HIGH LIVE	15.50	SCHOOL DAYS	27.00
BRUTE SPOT	12.50	HOME RUN OF 42	40.50	SALUTE	22.50
BIG TOWN	18.50	HIGGLE	49.50	SILVER GATES	24.50
BIG CHIEF	22.50	HUNG LINE	22.50	SILVER SPRAY	24.50
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BROADCAST	19.50	MERRY-GO-ROUND	12.50	SEVEN UP	23.50
BORDOWN	19.50	MYTIC	24.50	SHOOTOUT	24.50
BRIDGE	19.50	MR. CHIPS	12.50	STARS	34.50
BELLE HOP	25.50	WAGONS OF 12	44.50	SOUTH PAW	49.50
BLOOMAY	49.50	MILLS '39, 1-2-3	44.50	SNAPPY	39.50
BORCO	52.50	MILLS '40, 1-2-3	49.50	SUPER CHUBBIE	49.50
CHURON	18.50	ON DECK	12.50	SCORE CHAMP	19.50
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C. O. D.	12.50	PAN AMERICAN	37.50	TWIN SIX	39.50
CHASSLINE	19.50	PLAYBALL	18.50	THURMS UP	49.50
CRYSTAL	24.50	POLO	12.50	UP & UP	16.50
DANDY	10.00	ROXY	12.50	VENUS	22.50
DAVE	10.00	REPEATER	22.50	VICTORY, 016	12.50
DUEL RANGH	16.50	FLICKER	22.50	WILD FIRE	29.50
DUPLEX	29.50	FOUR DIAMONDS	34.50	YACHT CLUB	16.50
DO BE	16.50	FOX HOBBS	39.50	ZOMBIE	34.50
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FOUR DIAMONDS	34.50	GOLDEN GATE	12.50		
FOUR ROBES	39.50				
FOX HUNT	17.50				
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Write for Complete List of All Type of Machines. What Do You Have To Sell? State All in First Letter as Well as Price Wanted.

TERMS: 1/3 WITH ORDER, BALANCE SIGHT DRAFT.

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EXCLUSIVE MONTANA DISTRIBUTOR FOR THIS SENSATIONAL NEW AND DIFFERENT PHONOGRAPH

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16MM. SOUND FILM

For Use in Panoramas and Other Makes of Coin Operated Machines or Any Ordinary 16MM. Sound Projector.

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Read of 8 Subjects. Just Enough "Spice and Oomph" to Bring in the Dimes. (Specify if for use in Panoramas.) 1/2 Deposit With Order, Balance C. O. D.

1667 N. McCADDEN PL. **PHONOFILM** HOLLYWOOD, CALIF.

CALIFORNIA ASSN.

(Continued from page 66)

to establish a fair and equitable tax basis for the industry.

Patricie Activities

Sidney Macklin is well known in the Bay area as a man who has always given unstintingly of his time and effort to any worthwhile cause. He has been active in the pursuit of constructive legislation on numerous State and civic matters. He has worked actively with the youth movements for underprivileged children and juvenile delinquency problems for a number of years. For the past year he has started, in addition to his own regular activities, a plan for the coin machine industry in voluntary co-operation with the war effort. He has led the group in entering extensively into the field of morale, dissemination of vital public information and a program for the prevention of seditious and subversive activities, as well as "Serve in Silence" campaign.

He is one of the incorporators of the San Francisco War Service Committee and is zone supervisor of communications for the Disaster Relief Commission of San Francisco Chapter, American National Red Cross.

He is a member of the War Service Committee of the California State Chamber of Commerce, Municipal Motorcycle Officers of California, Commonwealth Club, San Francisco Chamber of Commerce, Bay Counties Peace Officers' Association, American Trade Association Executives, Peace Officers' Civil Service Association of California, Trade Association, Executives of Northern California and San Francisco Press Club.

When asked about himself and his ideals for the coin machine operator, Macklin said:

"Altho there are many people in the coin machine business who demonstrate a complete lack of interest in anything unless it means immediate revenue to themselves or affects them directly, it is my firm belief that the majority engaged in this industry are sound-thinking business men and that

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UP TO DATE! ONLY \$129.50

1/2 Deposit with Order.

Buy BONDS BONDS

and still more

U. S. BONDS

10%

EVERY

PAY-DAY

DISH OUT THOSE EXTRA

VICTORY DOLLARS!

HELP SMASH THE AXIS!

Give Our Fighting

Men the Break They

Need for Victory!

GERBER & GLASS

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GUARANTEED LIKE NEW MILLS GOLD CHROME \$224.50

85 Play 100 Play \$234.50; 200 Play 269.50

MILLS SILVER CHROME \$199.50

85 Play 100 Play \$209.50; 200 Play 249.50

Complete stock MILLS NEW SLOTS on Hand for Immediate Delivery.

We have the largest stock of USED SLOTS in Bulk, dismount, Pull and Wastels.

Write for Price List and Circulars.

Also get our Price List on all types of CONSOLES, FOUR BELLS, JUMBO, etc.

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MOST SENSATIONAL

CHICKEN SAM CONVERSION

EVER CREATED

Amazing life-like zap figure and scenery created by one of America's topnotch artists.

Flame of HARDWOOD COMBINATION - NOT PLASTER. A real money-maker!

Zap figure and action colorful night background.

THE JAP! stream-line, all money for instant changeover, \$9.50

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520 WEST 43rd STREET NEW YORK



ANGELO DELAPORT SAYS, "COMMANDO

BY ROCK-OLA

Is the Finest Phonograph

We Have Ever Sold in Our

Many Years in the Coin

Machine Business."

Exclusive Factory Distributor for

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(Not N. Y. City)

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ABETH AVE., NEWARK
(Phone: BR. 3-5700)

Attention, OPERATORS AND DISTRIBUTORS!

We Are Now Refurbishing and Rebuilding

Sport Page
Blue Ribbon
Thistle-down
Sea Biscuit
Grand Stand
Grand National
Pacemaker

into "CHALLENGER"
(A New and Better Game - Write Us!)

into "RACE KING"

into "WAR ADMIRAL"

All Games Tested and Proven for Profit

NOTE THESE FEATURES:

1. All paint removed, both cabinets redesigned and refinished.
2. Backglass and playing field redesigned and game renamed.
3. Modern new style 22"x33" backglass and cabinet replacing old style 17"x23" cabinet and refinished on natural wood.
4. Playing field panel redesigned and refinished on plywood cabinet.
5. All new moulding and mounting trim on playing field.
6. All visible metal parts polished with stainless silver with baked lacquer to prevent tarnishing.
7. All parts reconditioned—machine put in perfect operating condition and thoroughly tested before shipping.

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SULLIVAN-NOLAN ADVERTISING CO.

527 W. CHICAGO AVENUE

CHICAGO, ILLINOIS

Refurbishers & Rebuilders of *Bally* 1-Ball Payout Games

WANTED To Buy Your Old Thistle-down, Sea Biscuit, Grand National, Grand Stand and Pacemaker Games, Advise price, quantity and condition.

BUY U. S. WAR BONDS AND STAMPS

FOR A LIMITED TIME ONLY! BALLY CLUB BELLS

(FINEST CONSOLE AVAILABLE)

BRAND NEW — ORIGINAL CASES — LATEST MODEL
COMBINATION PAYOUT and FREE PLAY, MULTIPLE PLAY and SLUG PROOF

SINGLES \$239.50

5 OR MORE 229.50

Shortly these will not be available at any price. Orders will be filled in rotation received. Terms: 1/3 Deposit, Balance C. O. D.

BUY WHILE STILL AVAILABLE

(Prices subject to change without notice)

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FOUR BELLS—THREE BELLS—ONE BALL FREE PLAYS—CONSOLES—SLOTS.

Send List of What You Have To Sell. We Pay Highest Prices—Get In Touch With Us TODAY!

CHARLES E. WASHBURN COMPANY

Phone EXposition 3404

511-13 West Pico Blvd.
LOS ANGELES, CALIF.

WILL PAY

\$100 PER CASE FOR .22 SHORTS

Want Set of Cockeyed Circus
(Back to Nature—Fan Dance—A Timely Warning)

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CLOSE OUT! These Are the Last!

"OH, BABY!" What a Value!

GIRLS! GIRLS! GIRLS!

Select-A-Vue As Illustrated, With 3 Complete
25mm. Film Shows—14 to 15
Views on Each Film—

ALL ELECTRIC—PLUG IN ANYWHERE—NO OUT OF ORDER CALLS

Sample Machine .. \$37.50

Lots of Five 35.00

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SUPPLY VERY LIMITED — WIRE US TODAY!



FIVE BALL FREE PLAYS—NEW

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Positively—Last Call on these NEW Games

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Entrys . . \$24.50 ea.

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Bowlers .. \$39.50 ea.

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300 Additional FREE PLAYS From Which to Choose

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200 left. Reduced \$2.50 EA.
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Most Complete Line of Parts and Accessories on the West Coast.
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THE BEST THERE IS IN MUSIC

Here is a Phonograph so good that service
calls disappear and route averages increase.
In our opinion Commando is the finest
Phonograph ever made.



Years Ahead of Its Time in Modern Design and Construction

—AUTHORIZED FACTORY DISTRIBUTOR—

RICHMOND AMUSEMENT CO.

621 W. BROAD ST., RICHMOND, VIRGINIA

WE OFFER FOR SALE

ARCADE
10 Rapid Fire \$175.00
8 King Pin 150.00
10 Ten Stars 65.00
8 King, Wedges 65.00
15 Wt. Baseballs 65.00
15 Rapid Fire 75.00
25 1849 ART Targets 25.00
10 Lucky Bubbles 25.00

ONE-BALLS
1640 Mills 1-2-3 \$ 65.00
Bally Vantage 45.00
Blue Grass 35.00
Whisper Tunes 35.00
Sport Specials 25.00
Bally Gold Rush 65.00
West 7 Finisher 65.00
Wentz Four Balls 65.00

SPECIAL BRAND NEW IN
ORIGINAL ORATES
Mills Hi-Boys—Mills Flashers—
Club Bells—Super Bells—High
Hands—Belmonts—Bally Babes
—King Pins. Write for Prices.

WE WANT TO BUY

Keeney Air Holders
Bally Defenders
Chicken Game
Drivables

Mills Three Balls
Mills Four Balls
Mills Six
Phonographs

Sport Page
Thistle-downs
Lone Shots
Falmonts

Grand Stand
Grand Nationals
Turf Kings
Pinnacle

BELL PRODUCTS CO.

2000 N. OAKLEY

CHICAGO, ILL.

FREE

NEW LARGE 22"x35" ILLUSTRATED STOCK SHEET AND PRICE LIST—SEE ALL PARTS AT A GLANCE—HANG IT ON A WALL—GET YOURS NOW

SUPPLIES NEEDED BY ALL REPAIRMEN**ORDER TODAY — OUR SUPPLIES ARE LIMITED — DON'T BE CAUGHT SHORT****• RUBBER PARTS THAT ARE SCARCE •**

A-3 Extra Large Live Rubber Ring—45c Doz. \$3.50 in 100 Lots.



A-2 Large Live Rubber Ring—36c Doz. \$2.50 in 100 Lots.



A-11 Rebound Rubber, Straight Hole—36c Doz. \$2.50 in 100 Lots.



A-12 Small Hole, A-12-A Large Hole Rubber Plunger Tips—45c Doz. \$3.50 in 100 Lots.



A-15 Rubber Coin Chute Push—48c Doz. \$3.50 in 100 Lots.



A-1 Small Rubber Ring, Straight Hole—36c Doz. \$2.50 in 100 Lots.



A-9 Rebound Rubber, 3/32-3/64 Bore—36c Doz. \$2.50 in 100 Lots.



A-10 Rebound Rubber, Reversed Hole—36c Doz. \$2.50 in 100 Lots.

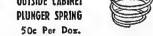
B-1A Reduc. Gear—\$1.70 ea.
B-1B Reduc. Gear—\$2.20 ea.**GLASS CARTRIDGE FUSES**

#C47—1, 2, 3 Amps. ... \$2.00 per 100
 #C47—4, 6, 15 Amps. ... 2.00 per 100
 #C49—10, 15, 20, 25, 30 Amps. ... 1.75 per 100

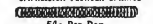
WE CARRY A COMPLETE LINE OF MAZDA BULBS—ORDER SOME NOW



REBOUND SPRING 80c Per Doz. \$6.00 Per 100



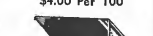
OUTSIDE CABINET PLUNGER SPRING 50c Per Doz. \$3.75 Per 100



OPPRESSION PLUNGER SPRINGS 54c Per Doz. \$3.50 Per 100 (Ass't). EXTRA HEAVY 60c Per Doz. \$4.00 Per 100 (Bally).



SKILL LANE SPRING 54c Per Doz. \$4.00 Per 100



SPRING FOR REBOUND GATE 36c Per Doz. \$2.00 Per 100

CANADIAN DISTRIBUTOR
REGENT VENDING SALES
719 Bank Street
Ottawa, Ontario, Canada*** ALL PRICES SLIGHTLY HIGHER IN CANADA *****HARRY MARCUS CO. 1035 No. PULASKI ROAD CHICAGO, ILLINOIS****We Endorse Rock-Ola COMMANDO**

The Finest Coin-Operated Phonograph We Have Ever Seen in Operation.

The BUY of the Year—the Investment of the Future—the Latest for 1943-1944-1945-1946—Call at Our Showrooms!

FACTORY DISTRIBUTOR

STORY AMUSEMENT CO.

120 NORTH PERRY ST., MONTGOMERY, ALABAMA

ACCLAIMED—FROM COAST TO COAST!

... OUR SENSATIONAL ... NEW ... PROFIT-SHARING ... PANORAM DEAL!

AVAILABLE TO RELIABLE OPERATORS

Wherever you are located, in whatever state, here's the big deal of '43. Here's the most unusual opportunity for you to cash in with Mills Panorama—a PROFIT-SHARING BARGAIN! The headache of BIG INVESTMENT IS REMOVED ... YOU HAVE THE OPPORTUNITY YOU HAVE ALWAYS BEEN LOOKING FOR ... TO MAKE MONEY ON SOMEONE ELSE'S INVESTMENT! GET IN TOUCH WITH US TODAY!!

THE GEORGE PONSER CO.

763 SOUTH 18TH STREET

NEWARK, N. J.

GET ARCADE MACHINES from ATLAS!

Drivemobile	\$245.00
Sky Fighter	245.00
Muto, Punch-a-Bag	225.50
Bally Torpedo	189.50
Keeney Submarine Gun	184.50
Bally Rapid Fire	179.50
Chicken Sam Jap	129.50
Williams Heart Beat	149.50
Exhibit's 3 Wheels of	129.50
Love with stand	119.50
Seaburg Jailbird	119.50
Batting Practice	119.50
1940 Major League	119.50
Baseball	119.50
Shoot the 'Chutes	114.50
Line-a-Line	99.50

Gottlieb Skeeballette	\$ 69.50
Evans Ten Strike	69.50
Evans Ten Strike	89.50
(high score)	89.50
8 Spot Bowling	59.50
Footase Vitalizer	59.50
Keeney AA Gun	45.00
Western's Super Grip	45.00
& Stand, brand new	44.50
Casino Golf	39.50
Texas League, 1c or 5c	39.50
ABT Model F Target	24.50
Pike's Peak	19.50
Gottlieb's 3-Way Grip	19.50

CONSOLES

Kenney Super Ball, 5c, Comb., Floor Sample	\$235.50
Mills Jumbo, F.P., 25c	74.50
Bally Royal Flush, 5c	46.50
Kenney Kentucky Ball	40.50
Ten, 7 Coin	80.50
Jennings Robball, F.P., 10c	104.50
Jennings Derby Day, 5c	99.50
Jennings Derby Day, 10c	99.50
Wellington Big Game	89.50
Big Game, F.P., 10c	89.50
Pat's Shooting	89.50
Chrome Balling	119.50
Quadrant Super King	89.50
Jen, Discrete 2XV	149.50

PHONOGRAHS

Wurl, 610, Illum. Slot 9	70.50
Wurl, 610, 45c	89.50
Seaburg Rex, 20, 10c	119.50

Brand New Kenney Super Ball—5c, Comb. \$249.50
TERMS: 1/3 Deposit, Balance O. O. D.**BRAND NEW MARVEL—Cig. Reels, AMERICAN EAGLE Fruit Reels, \$15.75****BELLS**

New 16 Vt. Pockets, Blue & Red, 1/2c	\$ 49.50
5c Q.T. Factory Robots	104.50
Wills Smoker Bell	98.50
Mills 10c Q.T. Serial	79.50
Mills 5c F.O.M.	49.50
5c Solidator Quarter Box	110.50
Greenhorn Columbia	89.50
Wooling 10c	89.50

MISCELLANEOUS

Kenney Bill Board, 20c	\$12.50
Carved Ten Strike	2.50
10 Seaburg Melody Parade	8.50
5 Solidator Quarter Box	.50
This Series—2000	.50
Grand Fire Motor Rehearsal (New Armature, Field Coil and Brush Assembly)	6.50

FRIENDLY PERSONAL SERVICE

Atlas NOVELTY CO.2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3929 Grand River Ave., DETROIT
OFFICES: ATLAS NOVELTY COMPANY, 2219 FIFTH AVE., PITTSBURGH

ARCADE EQUIPMENT

Scientific Batting Practice	\$ 85.00
Chicago Coin Hockey	169.50
Ten Strikes	45.00
Genco Play Ball	139.50
Western Baseball, De Luxe	72.00
Skee-Ball-ETTE	59.50
Evans In the Barrel	79.50
Bally Bull Gun, Conv.	69.50
Seeburg Gun, Conv. Shoot the Jap	115.00
Bally Torpedo	160.00
Bally Rapid Fire	179.50
Shoot the Chutes	115.00
Sky Fighter	245.00
Keeney Air Raider	175.00
Chicoin Roller Scores	69.50
Keeney Anti-Aircraft Guns	30.00
Casino Golf	49.50
Tom Mix Gun	40.00
Rock-Ola World Series	69.50
Kirk Night Bomber	265.00
1 Mutoscope Photomat	475.00

Write for prices on Pin Tables

Will Buy: Late Pin Tables. Give Name of Games and Prices in First Letter.

MECHANICS SERVICE

2124 Fifth Avenue Atlantic 0662 Pittsburgh, Pa.



THE PHONOGRAPH OF TOMORROW

**So NEW
So DIFFERENT
So EXCELLENT**

That Years After the War is Over the Rock-Ola COMMANDO for 1943 Will Be the Standard of Comparison in the Coin Music Industry. Exclusive Factory Distributor for Entire Western Tennessee, Comprising the Complete Nashville and Memphis Trading Areas.

H. G. PAYNE CO. 314 BROADWAY NASHVILLE, TENN.

SPECIAL CLOSEOUT!

BRAND NEW
AMERICAN EAGLES

IN ORIGINAL CARTONS
1c or 5c, Fruit or Defense Reels

Limited quantity only. When these are gone no more will be available. Grab them at this price. Originally \$30.50, now

LOTS OF 5, \$13.05 EA. LOTS OF 10, \$11.05 EA.

With recent trader on ONE BALL, TABLES OR GONBOLES, CHICKEN SAMS, RAPID FIRES, SKY FIGHTERS or any similar type gun.

MAC MOHR CO.

2620 WEST PICO BOULEVARD

LOS ANGELES, CALIFORNIA



Jungle	\$54.50	Bandwagon	\$17.50	Jeans	\$79.50
Empire	47.50	High Kick	22.50	Boysie-Girl	27.50
Vivacious	17.50	Captain Kidd	47.50	Keeney Oliver	47.50
Big Parade	124.50	Eleventh	42.50	Bally Blunder	174.50
Kidnap	124.50	High Dive	27.50		

OUR TERMS: One-Half Certified Deposit With the Order

AJAX NOVELTY COMPANY 4545 MT. ELLIOTT AVE. DETROIT, MICHIGAN.

CHICAGO NOVELTY COMPANY—SPECIALS—ALL WINNERS!

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$149.50 1/3 Deposit, Balance C. O. D. \$149.50

Reconditioned Seeburg "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory-trained mechanics. Oriental doors and entire inside of cabinet is hand painted by well-known Chicago artist. When we get through the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Special cash offer. A certified check of \$145.00 will start one of these quick income Ray Guns on the road to you. Cabinets are refinished in a solid blue lacquer with attractive black trim.

PHOTO ELECTRIC CELLS FOR BALLY "DEFENDER" RAY GUNS **\$2.95**
—Best Quality—Perfect Cells **2 EA.**

\$44 - \$46 - \$55 Radio Panel Lamps **\$.36 BOX**
(Box of 10)

\$1085A—Photo Electric Cells (Non-Directional) for Seeburg **\$2.95**
"JAIL BIRD" Ray Guns **2 EA.**

Photo Electric Cells (1=C-23) **\$2.50 EA.**
(Can be used on "CHICKEN SAM", "JAP", "CHUTES", "RAPID FIRES" and other Ray Guns)

\$1489—GUN LAMPS, G. E. BRAND **\$1.00 EACH**

RADIO TUBES FOR THE COIN MACHINE TRADE

We have a fairly large stock of Tubes on hand and have been attempting to pick up as many Tubes as we possibly can to supply our customers. Advise us what numbers you are using and we will do our best to fill your requirements.

Woven, Covered Gun Cables (5-Wire), 18-Ft. Lengths—Each Wire Rubber Covered)	\$1.50 Ea.
Toggle Switch Assembly	2.50 Ea.
Zenith Filter Condensers, Fine Quality	.95
5c A.B.T. Mfg. Co. Coin Sides	.85 Ea.
5c Secondary Slides	.25 Ea.
1 1-Lb. Spool Resin Core Solder	.65 Lb.

WANTED FOR CASH SEEBURG'S "CHICKEN SAMs"

\$85.00

"JAIL-BIRDS"

\$85.00

BIGGEST BUYERS OF "CHICKEN SAMs" IN THE COUNTRY

We are not fussy because cabinets are refinished anyway. Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$10.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

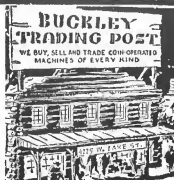
WE WILL BUY FOR CASH

\$1489 Gun Lamps for "Chicken Sams." We need 1,000 of these Lamps and will pay 75c each to any distributor or jobber who has 100 or more to dispose of. Ship Express, C. O. D. Write us quantity before shipping.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.



ALWAYS

Consult the Trading Post
when you want to buy
or when you want to sell

Special—ABT Shooting Gallery. Have two complete Six Gun Galleries—
Write or wire for prices.

SPECIALS—MARBLE TABLES

Ready for Immediate Shipment

1 All American \$27.50	1 Home Run, 1940. \$24.50	3 Seven Ups \$39.50
1 Anibel 25.00	1 Horseshoe 44.50	1 Show Boat 44.50
1 Armada 29.50	3 Jungles 54.50	1 Silver Skates 44.50
1 Blindie 29.50	3 Majors, 41 39.50	2 Sport Parades 34.50
2 Bowling Allies 29.50	1 Mascot 24.50	1 Starliner 24.50
1 Britle Spal 27.50	3 Metros 32.50	1 Super Six 15.00
1 Captain Kidd 49.50	1 Monleker 72.50	2 Ten Spots 44.50
2 Flickers 29.50	1 Play Ball 24.50	1 Valvet 29.50
3 Formations 44.50	3 Polos 24.50	2 Venuses 64.50
1 Four Roses 29.50	1 Raxy 15.00	3 Victorias 79.50
2 Gun Club 44.50	1 School Days 32.50	1 West Wind 49.50

Please Specify 2nd and 3rd Choice With Each Order

Terms: 1/4 Deposit, Balance Payable C. O. D. on Delivery.

WILL PAY CASH FOR ARCADE MACHINES

A.B.T. Aeromatic Shooting
Gallery
Bally Bull's Eye
Bally Defender
Bally Rapid Fire
Chicken Sam
Drive Mobile
Evans Super Bomber
Jail Bird

Keeney Air Raider
Keeney Anti-Aircraft
Keeney Submarine
Kirk Night Bomber
Mutoscope Ace Bomber
Mutoscope Sky Fighter
Mills Punching Bag
Mutoscope Bag Puncher
Wurlitzer Skoe Balls

CONSOLES

Mills Four Bells
Mills Three Bells
Keeney Super Bells
2 Way 5 & 25c
Keeney Super Bells, 4 Way
Keeney Super Track Time

SLOT MACHINES

MILLS

Cherry Bells
Gold Chrome Bells
Blue Fronts,
Serials 400,000
Brown Front Club, 5c
Bonus Bell, 5c
Original Chromes
Emerald Chromes
Copper Chromes
Melon Bells, 25c
Yellow Front, 3-5

PHONOGRAPHS

WURLITZER
850, 800, 750, 750E, 700
600 Keyboard
500A Keyboard
SEEBURG
High Tone, Remoto
High Tone, Reg.
Envoy, E. S.
Regal

Wall Boxes
Packard Boxes

Wurlitzer 30 Wire Boxes
Betty Teletone Boxes

ONE BALLS

Blue Grass—F. P.
Club Trophy—F. P.
'41 Derby—F. P.
Eureka—F. P.
Long Shot
One-Two-Three
40—P. O.
Pimlico
Sport King—P. O.
Turf King—P. O.
Fairmont—F. P.
Santa Anita
Long Acres—P. O.

SCALES—All Makes

Wire or Mail Quantity and Price

BUCKLEY TRADING POST

4225 W. LAKE ST.

CHICAGO, ILLS.

Ph: Van Buren 6036

GRAND CANYON

REVAMPED FROM
DOUBLE PLAY

OPERATORS' PRICE

\$159.50

ARIZONA

REVAMPED FROM
SUN BEAM

OPERATORS' PRICE

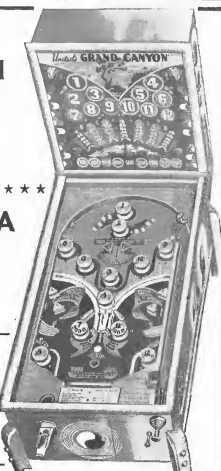
\$165.00

MIDWAY

Revamped From **\$139.50**
Zombie

SUN VALLEY

Revamped From **\$139.50**
Sun Beam



SEND YOUR ZOMBIES, SUN BEAMS, DOUBLE PLAYS
TO YOUR DISTRIBUTOR NOW OR WRITE DIRECT
United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO



Come and See

COMMANDO

AFTER MARCH 1 WE WILL BE AT OUR
NEW HEADQUARTERS

40 WALTHAM STREET, BOSTON
CORNER 1337 WASHINGTON STREET

(One Block From Our Old Address)

TRIMOUNT

Your COMMANDO Headquarters in New England

Send for Special Bulletin—All Types of Coin Operated Equipment

SUPREME SPECIALS

PHONOGRAPH SPECIAL

Record Tray	 \$.50
Record Millers	 1.25
Cash Boxes	 1.25
Cash Box Hinges	75
Wurlitzer Magazine Switch Boxes	 2.50
Wurlitzer Motor Parts	75
Wurlitzer 10 & 15c Coin Chutes	 1.25
Wurlitzer 112 Set of Selector Rods	 1.50
Wurlitzer Tone Arms	 1.50
Wurlitzer Motors	 1.50
Wurlitzer P. M. Speakers	 7.50

MOTOR SPECIAL

Send us your burned out Wurlitzers, Seeburgs, Rockoles or Mills Phonograph Motors and we will repair them for you within 5 days for only \$5.00.
With our cash for any type BURNED OUT MOTORS. What have you?

ARCADE SPECIAL

Bally Ball	 \$29.50
Hurdle Hit	 49.50
Indoor Soccer	 12.50
Target Ball	 19.50
Yon Surlins	 39.50
Western Baseball	 54.50
Checker-Pullout Football	 69.50
ABT Fire & Smoke	 19.50
Rock & Gadget	 19.50
Pumpkin	 89.50
Rudin Rifle	 49.50

SPECIAL

BRAND NEW 12" and 10" SPEAKER
DAPPLED, LEATHERETTE COVERED,
Only \$7.50 Each.

TERMS: 1/3 Deposit With All Orders.

We Ship Balance C. O. D. or S. D.

557 ROGERS AVE., BROOKLYN, N. Y.

All Phones: Backminster 2-8400

SUPREME VENDING CO.

BRAND NEW MACHINES

Folding Stands	\$ 6.50
Stomp Venders, 3-3's, 10c;	
4-1's, 5c	29.50
Mills Counter Club Bell, 5c ..	Write
Mills Counter Club Bell, 10c ..	Write
Mills Counter Club Bell, 25c ..	Write
Mills Counter Club Bell, 50c ..	Write
Mills Chrome Bell, Handload, 5c	Write
Mills Cold Chrome Bell, 5c	Write



BRAND NEW MACHINES

Mills Cold Chrm, 12c	Write	Mills Four Bell, Original Style	\$600.00
Mills Cold Chrm, 15c	Write	Mills Four Bell, New Style	
Mills Chrome Bell, Copper, 10c	Write	Head	650.00
Mills Chrome Bell, Copper, 35c	Write	Mills Three Bell, New Style	750.00
Mills Chrome Bell, Copper, 25c	Write		
Mills Cherry Bell, 5c	Write	Mills Jumbo Parade Vender	
Mills Brown Front Cherry Bell,		Conv.	149.50
25c		Mills Jumbo Parade, Cash	129.50
Mills Pocket, Blue and		Pace Red, Red Arrow, 5c	129.50
Gold, 35c	\$ 72.50	Pace Raco, Red Arrow, 25c	500.00

OFFICE

WRITE US FOR PRICES ON BRAND NEW MILLS 5/10/25/50c BROWN FRONTS, ALSO 5/10/25c MILLS GOLD CHROME AND COPPER CHROME, ALSO MILLS 5c EMERALD HAND LOAD JACKPOTS. ALL MILLS SLOTS ARE EQUIPPED WITH MOSELEY'S SPECIAL DISCS AND REELS.

USED MACHINES — RECONDITIONED LIKE NEW

FIVE BALL	
put	\$ 25.00
light	25.00
ing Practice	103.50
ONE BALL	
Long Hifi, Perfect	\$190.00
Santa Anita, Perfect	100.00
ockey Club, Perfect	275.50
Long Hifi, Perfect	100.00
Arlington, Perfect	57.50
1-2-3, Cash Pay	57.50
PHOTOGRAPHS	
er Concert Master, RC, ES.	\$326.00
9425	
Commander, RC, ES, #76919	200.00
9425	
er Captain, RC, ES, #75671	225.00
9425	
er Venue, #28200	225.00
9425	
Oil Specimen & Plywood	219.50
9425	
Wall Beams, 3x, Beyond the	175.00
9425	
er Meric Grow Well-o-Matic,	27.50
9425	
ing in Cabinet	20.00
9425	
er Thene of Music	130.50
9425	
er Thene of Music	189.50
9425	
er R10, Lumber	82.50

SPECIAL

[illegible]

SPECIALS

BRAND NEW IN ORIGINAL CRATES, NEVER UNPACKED			
Wurlitzer 050	\$596.50	Seeburg 8200	\$598.00
Wurlitzer Wall Boxes, E2, #120	37.50	Seeburg Wall-to-Wall	39.00
Wurlitzer Adapter, #145	38.00	Rock Ola Gemmonde	539.50
Seeburg Remote Control Wireless			\$250.00

WANTED TO BUY

Will pay highest cash price. 100 Pimlico—Longacre—Bally Kentucky—Turf King—Jockey Club—Thoroughbred—Bay Fighters—Submarine—Bally Rapid Fire. All Kinds of Mills Shot, 5-10-25¢, Blue Front, Brown Front and Gold Chrome. Mills Three Balls and Four Balls with 3 Nickels and 1 Quarter Paycut. Give Serial Numbers and Guaranteed Condition.

"1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and Ask To Be Put on Our Mailing List. Above Prices Effective February 27, 1943 and Subject to Change Without Notice."

LEY VENDING MACHINE EX., INC

DAY PHONE 3-4511. 3-4512. NIGHT 5-5328

"COIN MACHINES OF MERIT"

ARCADE EQUIPMENT

Jennings Silver Moon, Comb. F.P.	
Totalizer	\$ 79.50
Super Bell, Comb. F.P. & P.O.	169.50
COUNTER GAMES	
Cent-a-Mint Vendors, New	7.50
Saratoga Sweepstakes	22.50
ONE BALL FREE PLAY	
Mills One-Two-Three, '39	29.50
Darby Winner	169.50
Turf Champ	39.50
MUSIC	
Buckley Adapter for 616, New	29.50
Buckley Wall Boxes, New	22.50

CONSOLES

	Buckley Wall boxes, new	22.50
	Sosburg Select-o-Matics, Now, with	
	Brown Cover	16.50
0	Sosburg Power Supply, SP51Z, Now	9.50
0	Wurlitzer 350, Wireless Speaker ..	29.50
0	Wurlitzer Model 61 Phone	59.50
0	Wurlitzer Model 600R Phone	149.50
0	Wurlitzer Model 500A Phone	189.50
0	Mills Throne Phone	119.50
0	Rockola Deluxe Marble-Clo Phone	169.50
0	Panoram, Late Model, A-1	279.50

AUTOMATIC AMUSEMENT CO.

1508 FIFTH AVENUE, PITTSBURGH, PA.
"COIN MACHINE EXCHANGE"

Tel.: Grant 1373-1374
HARRY ROSENTHAL, Mgr

\$ \$ \$ \$ CASH WAITING FOR \$ \$ \$ \$

SKY FIGHTERS And All Types of Guns, Arcade Equipment, Slot Machines, Consoles, Pin Games, All Makes of Music Machines, Wall Boxes and Any Type of Coin Operated Machines.

HIGHEST PRICES PAID

RUNYON SALES CO.



South Dixon *says* COMMANDO

**is the
Most Beautiful Phonograph
On the Market Today!**

Tops

In Performance & Tone Quality

My years of experience in the music business with all manufactured phonographs I have never seen or heard anything to compare with Commando. Better phone or wire me for a deal on trade in with you.

Territory: Eastern Tennessee & Western Virginia

South Dixon Distributing Co.

Phone 945

Johnson City, Tennessee

NEW MAPLE BALLS for SKEE ALLEYS AND PLAYBALLS

	Per 10	Per 100
3 1/8" FOR 14 FT. SKEE ALLEYS	\$5.50	\$52.00
2 3/4" FOR 9 FT. SKEE ALLEYS	5.50	52.00
3 1/4" FOR BAYBALLS & BOLL IN THE BARREL	4.25	38.50

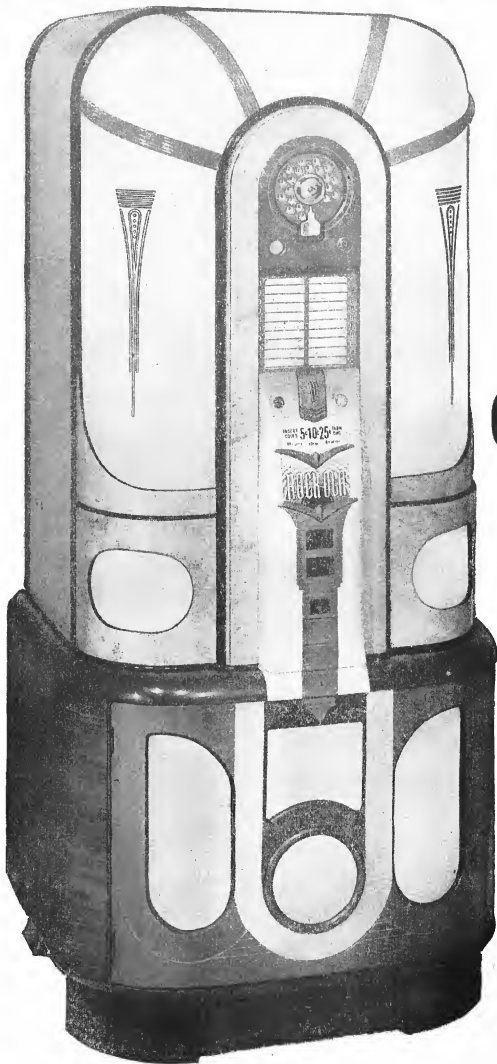
CARTRIDGE FUSES TUBULAR COIN WRAPPERS

1-2-2½-3-4 Ampere, per 100, \$3.00; per 5, 20c.	45c per 1000—Over 100,000
5-6-7½ Ampere, per 100, \$1.75; per 5, 15c.	50c per 1000—50,000 to 100,000
10-15-20 Ampere, per 100, \$1.50; per 5, 10c.	55c per 1000—10,000 to 50,000
	65c per 1000—Up to 10,000

Coin Stackers—Coin Bags and Seals—Coin Counting Machines—Maxda Lamps—Friction
Tape and Solder—Plugs, Sockets and Fuses—All Kinds of Parts and Supplies.
1/2 Deposit. Balance C. O. D.

NEW YORK SUPPLY CO.

585 TENTH AVENUE
NEW YORK, N. Y.



SO NEW

*So Modern in Design—
So Finely Constructed
—that*

COMMANDO

**WILL REMAIN
NEW... LONG
AFTER THE
WAR IS OVER**

The Buy for the Future—
this sensational Coin-
Operated Phonograph
is sold only to Music
Operators through
our nation-wide organ-
ization of authorized
Factory Distributors
located in leading cities
throughout the U. S. A.

ROCK-OLA

MANUFACTURING CORPORATION

800 North Kedzie Avenue
Chicago, Illinois



10% EV'RYBODY, EV'RY PAYDAY 10%

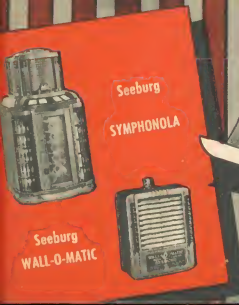
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MORE PLANES! MORE TANKS! MORE SHIPS!

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